DECEMBER 16, 1957

THIRTY-FIVE CENTS

BROADCASTING

27TH YEAR

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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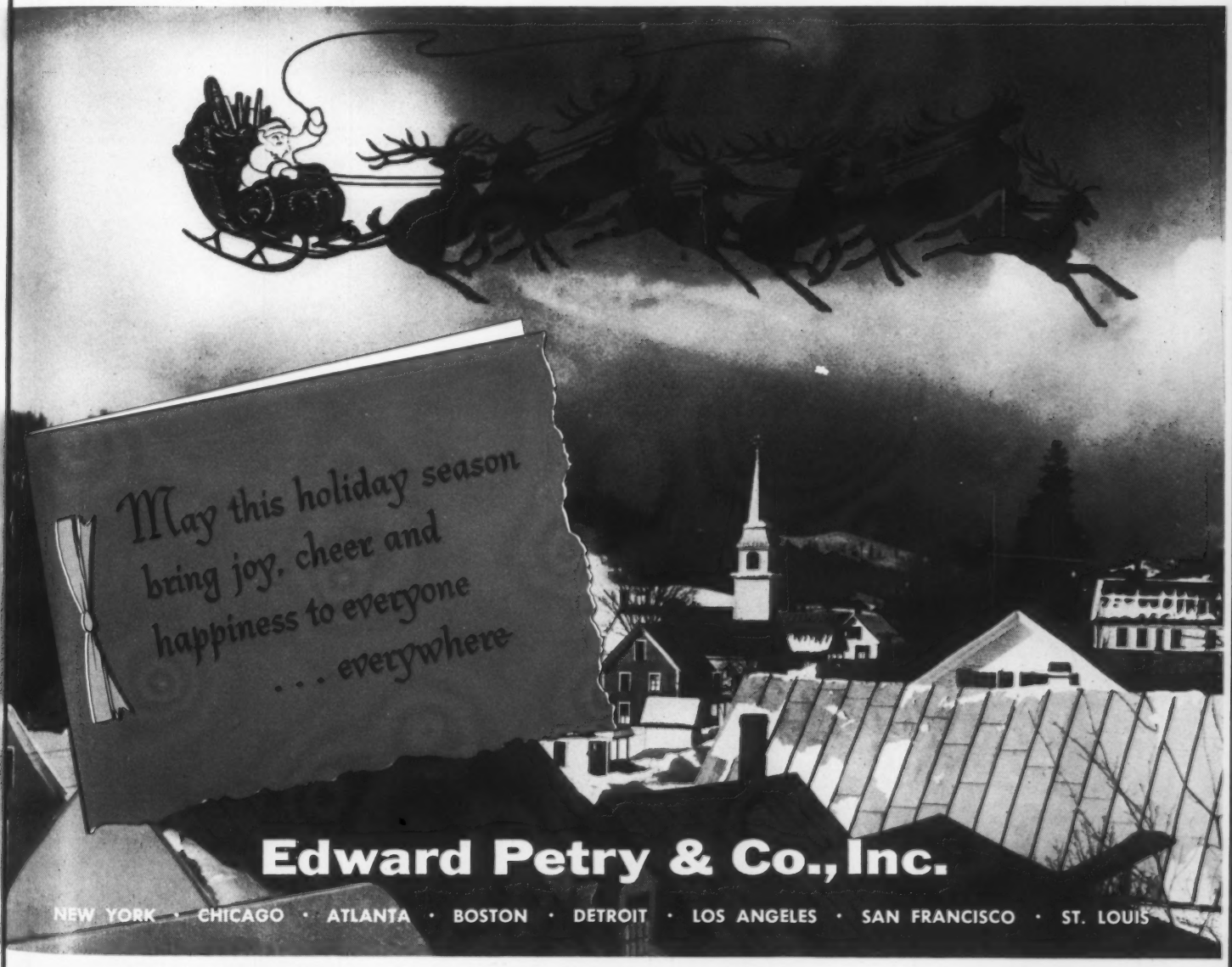
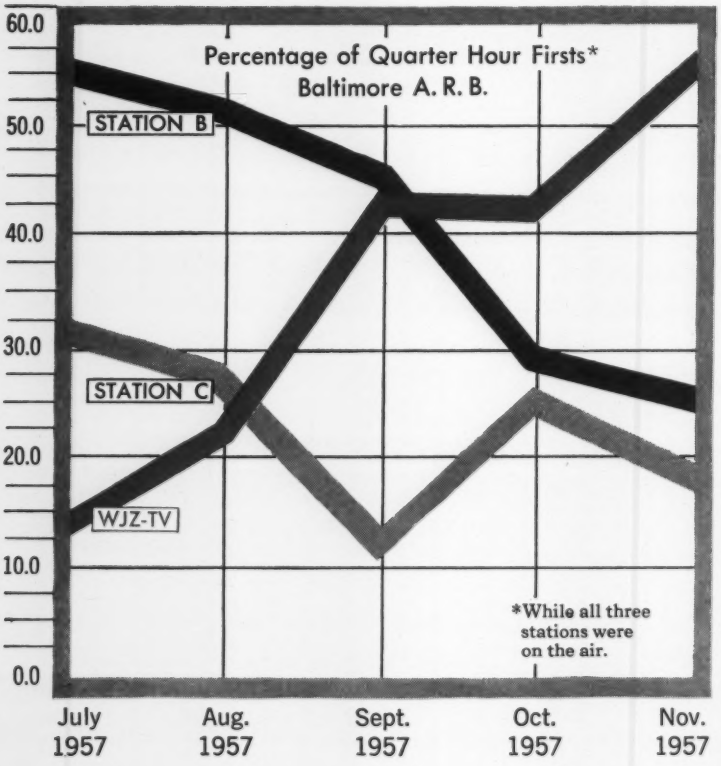

May this holiday season
bring joy, cheer and
happiness to everyone
. . . everywhere
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

in Baltimore WJZ-TV dominates



A fast picture of the big change in Baltimore TV shows that WJZ-TV, under Westinghouse Broadcasting Company ownership, has moved from 3rd to a dominant 1st place in less than four months!

The *November* ARB report on quarter hours shows that WJZ-TV is first in more quarter hours than the other two Baltimore stations COMBINED!

WJZ-TV	**(ABC)**	**257 firsts**
Station B	**(CBS)**	**119½ "**
Station C	**(NBC)**	**90½ "**

WJZ-TV DOMINATES IN SHARE OF SETS-IN-USE TOO!

Confirming WJZ-TV's dominance in the Baltimore TV picture, the November ARB figures for share of sets-in-use are:

WJZ-TV	**(ABC)**	**37.9**
Station B	**(CBS)**	**34.0**
Station C	**(NBC)**	**26.7**

Now . . . in Baltimore, WJZ-TV dominates. In Baltimore, more and more, no selling campaign is complete without the WBC station. Your Blair-TV man is ready to talk business, and so is Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore).

WESTINGHOUSE
WJZ 13 TV abc
BALTIMORE
Represented by Blair-TV

One of the TOP News Operations of the Nation!

Russ Van Dyke's 10 P.M. news rating of 44.6 on Sunday is the highest of all* shows in the Des Moines market—network or local. Sunday thru Friday Rating Average: 40.6

*Tied with Ed Sullivan for 1st.

That's one of the TOP RATINGS in the NATION for evening news in multi-station markets.

ALL OTHER NEWS, SPORTS AND LOCAL SHOWS PULL THE OUTSTANDING RATINGS, TOO!

THE LEADING NEWS - SPORTS - ENTERTAINMENT - PUBLIC SERVICE STATION IN DES MOINES!

KRNT TV

Full Power Channel 8 in Iowa

A COWLES OPERATION

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

*MORE Dallas people watch KRLD-TV than any other station!

*MORE *throughout the week!*

Weekdays, Monday through Friday, from 7 A.M. to sign-off time, MORE Dallasites tune their sets to Channel 4 than to any other TV station. There are times during the week when Channel 4 has a greater audience than the combined total of two of the other three Dallas-Fort Worth stations.

*MORE *over the week-end!*

From sign-on time Saturday to sign-off time Sunday MORE Dallas television sets have been tuned to KRLD-TV than to any other station. There are times when Channel 4 has more Dallas viewers than the combined audiences of the other three Dallas-Fort Worth Stations — other times when KRLD-TV's audience is greater than the combined audiences of two of the other stations.

*MORE *top flight programs*

CHANNEL 4 PRESENTS 12 OUT OF THE TOP 16 ONCE-A-WEEK SHOWS

- GUNSMOKE
- BURNS AND ALLEN
- ARTHUR GODFREY'S TALENT SCOUTS
- DECEMBER BRIDE
- WHAT'S MY LINE
- OH SUSANNA
- PLAYHOUSE OF STARS
- THE LINE-UP
- PHIL SILVERS' SHOW
- ALFRED HITCHCOCK PRESENTS
- DEATH VALLEY DAYS
- ZANE GREY THEATRE

*METROPOLITAN DALLAS TELEPULSE — OCT. 1957

and further MORE...

KRLD-TV *Channel* 4 DALLAS

CBS

SERVES A GREATER AREA, WITH A STRONG CLEAR SIGNAL, THAN ANY OTHER TV STATION IN TEXAS

KRLD-TV, Channel 4, operates on maximum power and telecasts from atop Texas' tallest tower. It is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000 watt radio station in Dallas-Fort Worth area. The Branham Company, national representatives.

JOHN W. RUNYON, CHAIRMAN OF THE BOARD • CLYDE W. REMBERT, PRESIDENT

closed circuit®

AB-PT GROWING PAINS • AB-PT is still grappling with top level management problems to keep pace with its expanded broadcasting activities, notably in tv. Firm has invested estimated total $60 million in new programming in past four years, and board of directors is pondering sharper delineation between its broadcasting and motion picture exhibition and production operations, now headed in entirety by President Leonard H. Goldenson. Consideration is being given to creating overall head of both tv and radio operations, reporting to board of directors which Mr. Goldenson also heads.

•

Along with other corporations, and despite great strides it has made businesswise, AB-PT stock has suffered severe reverses during past few months. From 1957 high of 24⅞, stock reached low of 11⅞, and on Friday was quoted at 12½. Among other broadcast stocks, CBS (A) had 1957 high of 36⅛ and was quoted Friday at 24½. Storer Broadcasting Co. had 1957 high of 29¼ and was at 19⅞ Friday.

•

LONGER PULSE COUNT • New audience measurement technique has been tested by Pulse Inc., which expects eventually to use it in all its local reports. It's designed to eliminate inflationary effects of special events, big one-shot shows and special promotions. And it's relatively simple: measure for four weeks per month instead of one. Pulse is so pleased with results of first four-week run, done in Boston, that it was getting out letters over past weekend to stations in New York and Los Angeles—next targets—outlining plan and soliciting reactions. Though "modest" increase in charges will be sought later, cost to stations at outset will be same as for one-week reports.

•

McCann-Erickson's Chicago office will announce structural realignment this week following departure of Robert Brewster, vice president in charge of radio-tv, to J. Walter Thompson Co. as senior group head. Plan is to bring timebuying, programming and other broadcast activities under supervision of media director (Howard A. Heller, vice president).

•

COMMAND DECISION • When NARTB board (it will be NAB then) meets for its winter session in Phoenix, Jan. 22-24, it may be called upon to consider changes in trade association's top echelon. President and Board Chairman Harold E. Fellows, who has carried tremendous burden during his six and half years at helm, has been ordered to slow down by his doctors [CLOSED CIRCUIT, Nov. 18]. Mr. Fellows may recommend changes at executive level, possibly looking toward appointment of second-in-command as administrative vice president.

•

It's assumed that Mr. Fellows' recommendation will propose promotion from within. There has been no second-in-command since Robert K. Richards resigned as administrative vice president three years ago to enter private public relations practice. Holding co-equal status as association's vice presidents are Thad H. Brown Jr., in charge of television, and John F. Meagher, in charge of radio. Secretary-Treasurer Everett E. Revercomb is fiscal officer appointed by combined boards.

•

UHF TAX • Executive session of House Ways & Means Excise Tax Subcommittee today (Monday) will consider removal of 10% excise tax on all-channel tv receivers Committeemen reportedly are concerned over loss of revenue if tax is repealed. On plus side, proponents, including Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairman of two respective Commerce Committees, point out that taxes on increased sales of uhf sets with resultant increase in advertising and tv stations, will more than offset any loss from removal of tax. Four identical bills to eliminate tax are before Rep. Aime J. Forand's (D-R. I.) committee.

•

Portents of activity on copyright music controversy by Senate Commerce Committee seen in pilgrimages to New York by Nicholas Zapple, professional staff member of committee, during past few weeks. While Mr. Zapple has declined comment, it's understood he has visited ASCAP, BMI and networks. Songwriters Protective Assn., made up of ASCAP writers, last session petitioned Senate committee to investigate what it alleged to be broadcast performance monopoly through BMI. This followed now famed House Celler Committee onslaught against BMI.

•

ONE-TWO PUNCH • Despite intensive opposition of Zenith and others, AFL-CIO convention in Atlantic City last Thursday again unanimously adopted resolution opposing pay tv. Two years earlier, AFL-CIO had adopted somewhat similar anti-pay tv resolution. New action, which had full support of such unions as IBEW, NABET, IATSE, AFTRA, AGVA and RTDG, said pay tv would "destroy free tv" and called upon AFL-CIO to notify Congress and FCC of organized labor's opposition. It "urges the defeat of the efforts of those private advocates of pay tv who seek to deprive the American public of its rights to unrestricted and free use of the public broadcasting privileges."

•

That cooperative cost-cutting venture that President Paul Roberts of Mutual proposed to ABN [CLOSED CIRCUIT, Dec. 9] went lot further than first reports indicated. Among other things, Mr. Roberts offered to buy ABN. But President Leonard H. Goldenson of ABN's parent AB-PT has indicated total lack of interest in selling, saying there's "not a chance" he'll dispose of radio network. Mr. Roberts' proposal that MBS and ABN cut some financial corners by sharing AT&T lines also seems apt to fizzle. ABN officials reportedly aren't interested in that either.

•

NOTHING DRASTIC • Don't look for radical cut in number of program categories in station license renewal forms, which FCC has been studying past six months at request of broadcasters who feel present logging does not take operating practices into account. Commission met on subject again last Thursday and indications are that categories will be revised somewhat to show differences between radio and tv and between daytime and nighttime radio. Also settled, it was learned, was inclusion of provision to permit credit for educational broadcasting, even though program may not hew strictly to that classification.

•

While FCC was prepared to vote last Wednesday on proposed $3.5 million sale of ch. 13 WATV (TV) and its sister stations, WAAT-AM-FM Newark-New York, to National Telefilm Associates (with favorable staff recommendation), it decided to delay consideration until it could do so in conjunction with proposal of Board of Regents of State of New York to transfer ch. 13 to educational, rather than commercial. This is departure from normal Commission procedures since heretofore transfer cases have never been held up to await rule-making. *(See page 56).*

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MOBILE RADIO • Mutual blueprinting "cross-plug" promotional plan for its affiliates, directed at auto radio audiences. Tentative approval reportedly given by 50 eastern affiliates where plan will begin after Jan. 1. Plan will work like this: If auto radio is tuned to Philadelphia station, announcer there during traffic news show will ask listener to twist his dial—once Philadelphia signal fades—to other dial positions, depending on his direction, to pick up nearest Mutual affiliate.

Now, with KRMG in Tulsa, Meredith offers you . . .

basic buys

in 5 key markets

KRMG, newest member of the Meredith family, serves the 315,000 people of Tulsa and many thousands beyond from their choice 740 dial spot with 50,000 watts days . . . 25,000 watts nights. Ask Manager Frank Lane or John Blair & Co. for details on KRMG, the basic radio buy in Oklahoma.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Brand Loyalty Tempest on Madison Ave.—Kolynos drops Grey Adv. after agency head says he used another toothpaste. Advertising experts are divided, in BROADCASTING study, on whether agencies should or should not use product competitive to those they handle. Page **27**. Partial transcript of "fatal" interview. Page **28**.

ADVERTISERS & AGENCIES

Buying Value in Spot Radio—The Katz Agency comes up with a radio spot budget estimator, showing general costs for an advertiser's message in 150 radio markets. Page **30**.

FILM

Mr. Roach Goes to Wall St.—With Hal Roach Productions Inc. slated to become a publicly-owned corporation beginning this week, President Hal Roach Jr. raises the "financial curtain" on his far-flung video operations as part of his effort to "educate," perhaps entice, Wall Streeters to take a flyer in tv films. Page **48**.

Rettig Elected—Veteran NBC executive becomes president of California National Productions succeeding Robert D. Levitt. Page **50**.

GOVERNMENT

Aspires for Birmingham—*Washington Post* makes bid for WSLA (TV)'s ch. 8, asking that the facility now assigned to Selma, Ala., be reallocated to Birmingham. Page **56**.

WATV (TV) Recoils From Reaching Hand—New York State Board of Regents doesn't have a leg to stand on, WATV says in response to Regents' petition to change Newark's ch. 13 to a New York educational frequency. Page **56**.

Conelrad for Storm Crises—FCC puts Conelrad attack network to work as warning system for turbulent weather; expresses hope that manufacturers will include special alert circuits in all am, fm and tv sets. Page **66**.

Kohn's Remedy for Broadcasters—Change all am to fm, all tv to uhf and settle all spectrum problems, Raymond F. Kohn, WFMZ (FM) and WFMZ-TV Allentown, Pa., writes to FCC. Page **56**.

STATIONS

The Quality of Nighttime Radio—Pulse survey conducted for NBC Spot Sales reveals the quality of nighttime radio audiences is equal to that of daytime audiences. George Dietrich, national radio director of NBC Spot Sales, believes the survey will "explode the myth" of so-called "inferiority" of the quality of evening radio. Page **70**.

TRADE ASSNS.

Public's Right to Know—NARTB Freedom of Information Committee backs President Harold E. Fellows in move to explain industry's side of courtroom access problem at meeting of American Bar Assn. ruling body, House of Delegates. Page **91**.

Radio Time Sales Up—Aural broadcasters had a good year, NARTB Am Radio Committee is told by John F. Meagher, vice president of association. National spot is 32% over 1956. Page **88**.

The Need for Free Tv—"Total information" is the only alternative to "total destruction," NARTB President Fellows tells FCBA in hitting pay tv as a threat to future security of U. S. Page **90**.

NETWORKS

Tv Network Billing Up—Publishers Information Bureau reports October was best for all three networks. Total for all networks in 10 months of year: more than $418.3 million, a gain of 4.8%. Page **46**.

DST Problems Loom—AT&T official doubts telephone company will be able to satisfy all customers completely during hectic Daylight Savings Time months next year despite its best efforts, but says situation can't be known definitely till tv networks and other users place firm orders next month. Page **42**.

PROGRAM SERVICES

Star System Comes to Pay Tv—Impressario Sol Hurok joins Matty Fox's programming staff as head of Skiatron Tv's cultural entertainment division and discloses plans to bring big names from concert stage and legitimate drama to toll tv-wired living rooms. Page **82**.

OPINION

Subliminal Projection: Is It a Fad?—A leading agency executive, regarded as an authority in copy writing, feels there are some very definite limitations in attempting to sell below the threshold of awareness. He is Walter Weir of Donahue & Co., who states his misgivings in the weekly MONDAY MEMO series. Page **121**.

MR. WEIR

MANUFACTURING

What About 1958?—There are trouble signs aplenty, according to key business sources, but electronics manufacturers are bullish. Note of cheer: Radio set output is up again and will keep rising next year; tv output is down a little but will increase in 1958. Page **92**.

DEPARTMENTS

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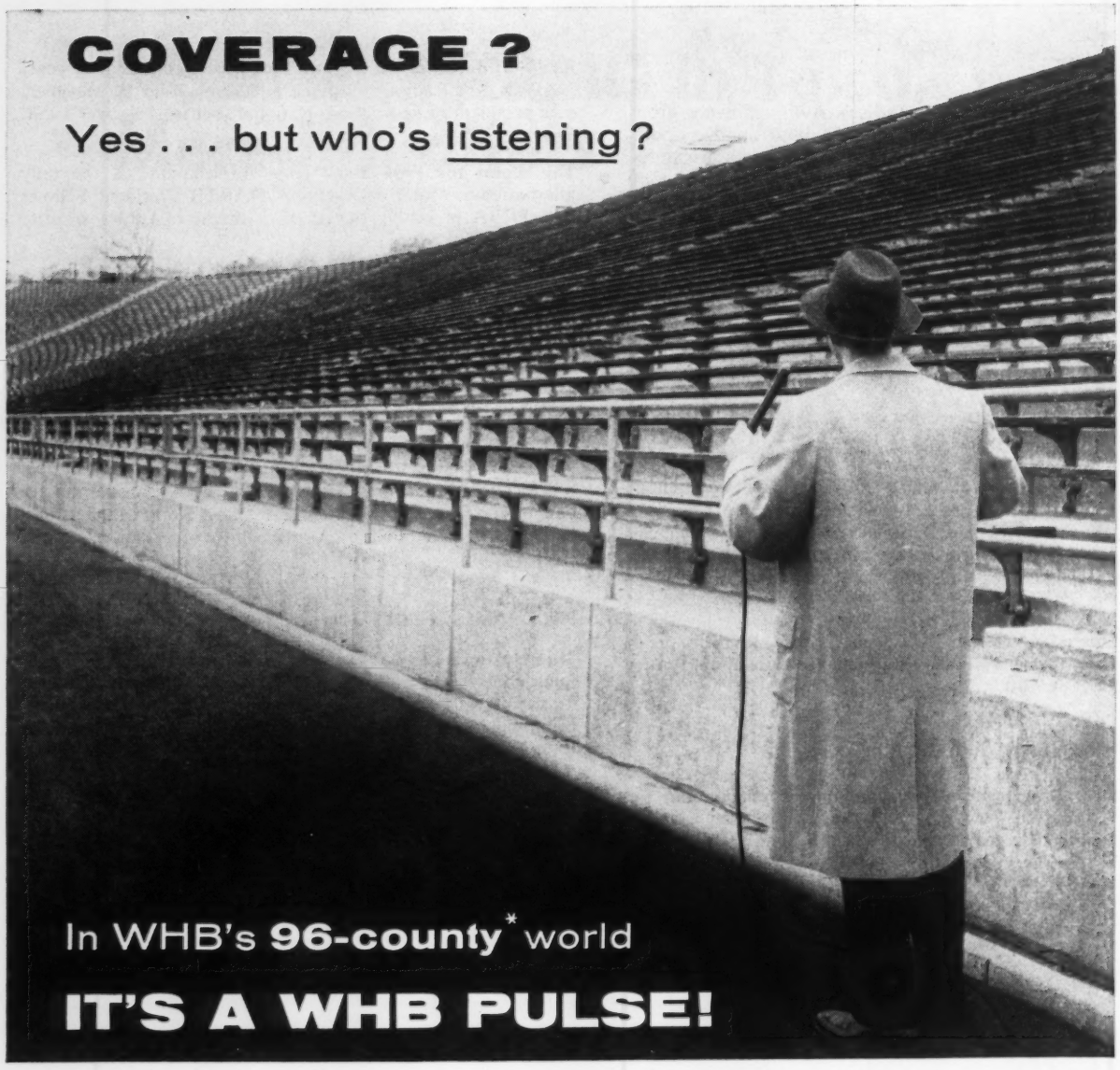
AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

COVERAGE ?

Yes . . . but who's listening ?



In WHB's **96-county*** world

IT'S A WHB PULSE!

WHB is first in 432 of 432 quarter-hours

6 a.m. to midnight *(Pulse, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957)*

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type! For WHB's unique combination of coverage and audience . . . talk to a *Blair* man . . . or WHB General Manager *George W. Armstrong.*

WHB
Kansas City
10,000 watts
710 kc.

***situated in Missouri, Kansas and Iowa*

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Clyne Named M-E Senior V.P.; Haight Becomes Programs V.P.

Terrence Clyne, vice president in charge of tv-radio department, McCann-Erickson, named senior vice president in charge of worldwide tv-radio activities in agency's 45 offices [CLOSED CIRCUIT, Dec. 9], President Marion Harper Jr. announced Friday. Mr. Clyne will move to management's offices at 50 Rockefeller Plaza, New York, but will continue duties as chairman of home office plans review board and as management service director of Liggett & Myers and Bulova Watch Co. accounts. George Haight, vice president in charge of program service, will become vice president in charge of tv-radio programs at Lexington Ave. home office. He has been with M-E more than decade.

Increased Budget for BPA To Be Offered Board Meeting

Larger budget based on expected expansion in membership and other activities to be recommended to Broadcasters Promotion Assn. board meeting next Jan. 31. Way paved by BPA steering committee, which met in Chicago Friday under chairmanship of Charles A. Wilson, WGN-AM-TV Chicago, with Elliott W. Henry Jr., ABC Central Div. (WBKB [TV] Chicago) presiding as BPA president.

Group discussed proposed BPA membership services in audience and sales promotion, merchandising and employment exchange areas; possible extensive direct mail campaign to recruit new members, and suggested dates for 1958 convention-seminar in St. Louis, probably at Chase Hotel. Plan is to open registration on Sunday, Nov. 16, and hold meeting Monday through Wednesday noon (Nov. 19). Recommendations to be submitted in president's report to board.

Other steering committee unit members present were Gene Godt, WCCO-TV Minneapolis-St. Paul; Bruce Wallace, WTMJ-AM-TV Milwaukee; James Kiss, WPEN Philadelphia; and William E. Pierson, WBKB, BPA secretary-treasurer.

Anderson New Founders President

Harold (Hap) Anderson, general manager, WDEF-TV Chattanooga, Tenn., named president of Founders Corp., New York investment firm owning KPOA Honolulu, WFBL Syracuse, N. Y., WTAC Flint, Mich., and holding 50% interests in KTVR(TV) Denver and WSMB New Orleans as well as Mohican Stores Inc., chain of 65 supermarkets in New England and trading stamp company in New York. John M. Shaheen, Founders Corp. president and majority owner, remains as board member. Otis H. Segler, WDEF-TV commercial sales manager, named to Chattanooga post.

Compton Acquires Western Adv. With Keeler as V.P. in L. A.

Compton Adv. has acquired Western Adv. Agency, Los Angeles, effective Jan. 1, Barton A. Cummings, president of Compton, announced Friday.

Edward E. Keeler, head of Western, joins Compton in Los Angeles office as vice president and will supervise expanded west coast industrial account division. He also becomes member of west coast plans board composed of Thomas Santacroce and Norman Mork, vice presidents in San Francisco office, and Alvin Kabaker and Waldo H. Hunt, vice presidents in Los Angeles.

Merger brings Compton's west coast staff to 49 in Los Angeles and San Francisco offices, handling combined billing for consumer and industrial accounts of approximately $4 million.

More Enter Baltimore Tax Fight

Suit on behalf of 16 local advertiser-merchants and in opposition to Baltimore's new taxes on advertising media filed in city circuit court Friday by law firm of Piper & Marbury. Previous day *The Baltimore Guide* and Guide Publications instituted similar actions. City officials have until Dec. 17 to show cause why restraining order should not be issued staying Jan. 1 effective date of ordinances. Baltimore's radio-tv outlets and newspapers already have filed separate suits [ADVERTISERS & AGENCIES, Dec. 9, 2, Nov. 25].

ON TARGET BY RCA

Installation from which Talos missile was fired Friday at White Sands Proving Grounds, N. M., is first "fully automatic base ever devised for launching missiles and guiding them to their targets," as announced by RCA, which under government contract designed and built control base. It is complete electronic control center which can go into action by itself in response to warning signals from distant outposts. Without any human being touching control button, RCA-built base computes location of attacking objects, their speed and course, and logical points of interception, then loads missiles on launchers and fires them automatically at proper time and in proper direction. RCA explained each missile rides guiding beam put out by launching base until it reaches vicinity of target, whereupon homing device in missile itself senses presence of target and takes control of course to zero in for kill.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

AN EX-LAX EXTRA • Ex-Lax Inc., Brooklyn, which signed last week for extended exposure on Mutual for full year, reported to be adding spot tv campaign in more than 20 major markets using nighttime minute periods plus station breaks. Campaign, through Warwick & Legler, N. Y., set to break in early January and continue for 13 weeks.

SUN MOVING • Sun Oil Co., Philadelphia, talking to several advertising agencies for past several weeks and is expected to appoint new agency shortly to handle $3 million advertising budget. Erwin, Wasey, Ruthrauff & Ryan, N. Y., currently handles account.

HELP FOR 'THE ENEMY' • Twentieth Century-Fox Film Corp., N. Y., signed for saturation campaign on American Broadcasting Network for new feature film, "The Enemy Below," using 100 participations Dec. 23-28 on various ABN live shows. Agency: Chas. Schlaifer & Co., N. Y.

LEWIS FOR LEWIS • Lewis Food Co. (pet foods), L. A., signed to sponsor Fulton Lewis Jr. news commentary on Fridays (Mon.-Fri. 7:15-7:30 p.m. EST) on 50 Mutual west coast stations for 52 weeks, starting Dec. 20. Business marks first sale by Mutual's newly-formed west coast sales division. Agency: Rockett Lauritzen, L. A.

STRONG START IN '58 • American Chicle Co. (Dentyne), Long Island City, N. Y., will break with spot tv campaign—minutes and 20-second announcements—in 68 markets around first of year. Dancer-Fitzgerald-Sample, N. Y., is agency.

JOINS IN 'HUNT' • Glamorene Inc. (rug and upholstery cleaner), N. Y., reported to have signed as alternate week sponsor of NBC-TV's new *Treasure Hunt* quiz series (Tues., 7:30-8 p.m.), starting Jan. 28. Program replaces *Nat (King) Cole Show* effective Dec. 24. Agency is Product Services Inc., N. Y.

BUENA VISTA PLANS GOOD LOOK • Buena Vista Distributing Corp., N. Y., plans $30,000 radio spot test campaign in 18 midwest-southwest states first week of February on behalf of C. V. Whitney & Co.'s "The Missouri Traveler" film. Result

Continues on page 10

at deadline

CNP Outlines '58 Plans For Added Sales, Production

Plans of California National Productions—NBC's subsidiary in film syndication—to increase production and sales activity after first of year revealed Friday. *Union Pacific* (15 of 39 half-hour episodes already filmed) goes on sale to local and regional advertisers Jan. 2, and, at same time, CNP is readying "one or more" prototypes of new tv series. Titles were not disclosed.

According to H. Weller (Jake) Keever, newly-elected vice president and general manager of CNP (story page 50), January activity is in "accordance with CNP's established policy of providing stations and advertisers with an ever-increasing flow of new product." *Union Pacific* (about railroading, 1866-69) is being filmed on Metro-Goldwyn-Mayer's Culver City, Calif., lot.

At same time, CNP is reported to be negotiating for release and distribution of *Medic* which had two-season run on NBC-TV. This would entail placement of all *Medic's* 60 half-hour episodes in syndication. Also being blueprinted: production of additional 39 half-hour episodes of highly-successful *Silent Service* (on submarine warfare) sometime next year, probably in fall. Series has been in syndication since last winter.

Radio Source of Subway News

Radio was "principal source" of information about New York's subway strike last week, according to results of survey released Friday by Radio Advertising Bureau.

Study, conducted for RAB by Mark-O-Research Inc., New York, last Monday, Tuesday and Wednesday, revealed that 56.6% of "large sampling" of subway riders relied primarily on radio for strike news; 70.1% depended on radio either exclusively or in combination with other mass media; 74.9% relied on radio for information as to how to plan for daily trips to employment and 40.2% on how to plan homeward trip. RAB said survey shows only 12.2% named tv as primary source of overall strike information and 4.4% specified newspapers.

RAB's findings were substantially similar to special Pulse survey commissioned by WOR New York, which shows that 53% of those questioned relied on radio as principal source of information, 32% on tv and 15% on newspapers.

ABC-TV Switching Three Shows

Three program time changes in ABC-TV's current line-up announced Friday. Revlon Inc.'s *Walter Winchell File* moves from Wednesday, 9:30-10 p.m., to Friday, 8:30-9 p.m.; its place will be filled by Plymouth's *Date With the Angels* which moves in from Friday, 9:30-10 p.m. *Angel* Friday slot will be filled by Frigidaire-Buick's *Pat Munsel Show* which leaves Friday 8:30-9 p.m. slot (to make room for Winchell) and will be seen hour later, starting early January.

NTA Bucks N. Y. Regents Plan, Urges Approval of Newark Sale

Urgent plea that FCC approve sale of ch. 13 WATV (TV) Newark, N. J., and sister-stations WAAT-AM-FM same city, from present Rosenhaus ownership to National Telefilm Assoc. Inc. submitted to Commission Friday in NTA opposition to New York State Regents' petition to turn ch. 13 into New York educational frequency (earlier story page 56).

NTA, which is paying $3.5 million for Newark stations (WATV transmits from top of Empire State Bldg. in New York), said Regents are trying to acquire standing in sale case via old AVCO proceeding. At one time in late 1940's FCC permitted outside bidders to meet sales price for stations involved in transfers. This is expressly forbidden by 1952 McFarland Act amendments to Communications Act, NTA noted in its opposition filing.

Film firm urged Commission to act on sale application, and, if it so desired, to consider New York Regents rule-making request later. NTA said it even would accept sales approval conditioned on outcome of rule-making.

A VOTE FOR FATT

American Assn. of Advertising Agencies has commended, at least semi-officially, Grey Adv. President Arthur C. Fatt's tv appearance which preceded Grey's loss of Kolynos toothpaste account (story page 27), it was learned Friday. Richard L. Scheidker, AAAA vice president, sent following letter to Mr. Fatt:

"Last Thursday was the regular meeting of the committee of the board on government, public and educator relations. In discussing the public relations of the agency business, a number of them praised your appearance on the Mike Wallace [sic] show. If there were more such opportunities for agency people to appear before the public, the committee felt, and if they had acquitted themselves as splendidly as you did—even in the face of difficult questions—it would be a great thing for the business."

Mr. Fatt was interviewed by Howard Whitman on WABD (TV) New York's *Nightbeat*, which was at one time conducted by Mr. Wallace, now on his own ABC-TV program.

PEOPLE

J. G. PALTRIDGE, vice president-general manager, KROW Oakland, Calif., appointed station manager of KGO San Francisco, ABN owned-and-operated station.

JAMES R. SEFERT, national account executive, WLWC (TV) Columbus, Ohio, to head new Crosley Broadcasting Corp. sales office opening in Cleveland about Jan. 1.

JUANITA WILCOX MITCHELL, formerly with WBNS-TV Columbus and WDSU-TV New Orleans, rejoined WLWC as film director.

Andrews Tower Head Dies

Funeral services held Saturday at Fort Worth for Johnnie Andrews, 50, president of Andrews Tower Inc., that city. Mr. Andrews was fatally injured Thursday in private plane crash near Van Horn, Tex. Local officials said he may have suffered heart attack just before crash, returning verdict of accidental death. Mr. Andrews was known nationally as builder of radio and tv towers. He served two terms as mayor of Oak Knoll, Tex., before municipality was consolidated with Haltom City, Fort Worth suburb.

NARTB Sets Phoenix Schedule

Series of committee meetings will precede winter meeting of NARTB combined boards to be held Jan. 22-24 at Camelback Inn, Phoenix, Ariz. Advance committee sessions follow: Jan. 19, *ad hoc* convention committee; Jan. 20, tv finance; Jan. 21, general fund finance and membership committees. Radio Board meets Jan. 22, Tv Board Jan. 23 and joint session will be held Jan. 24.

KSHO-TV Joins ABC-TV

KSHO-TV Las Vegas, Nev., (ch. 3) was scheduled to become ABC-TV primary affiliate yesterday (Sun.). Station, which had been independent since starting in May 1956, recently was bought by group headed by Merv Adelson. KSHO-TV becomes 81st station in ABC-TV roster of primary affiliates.

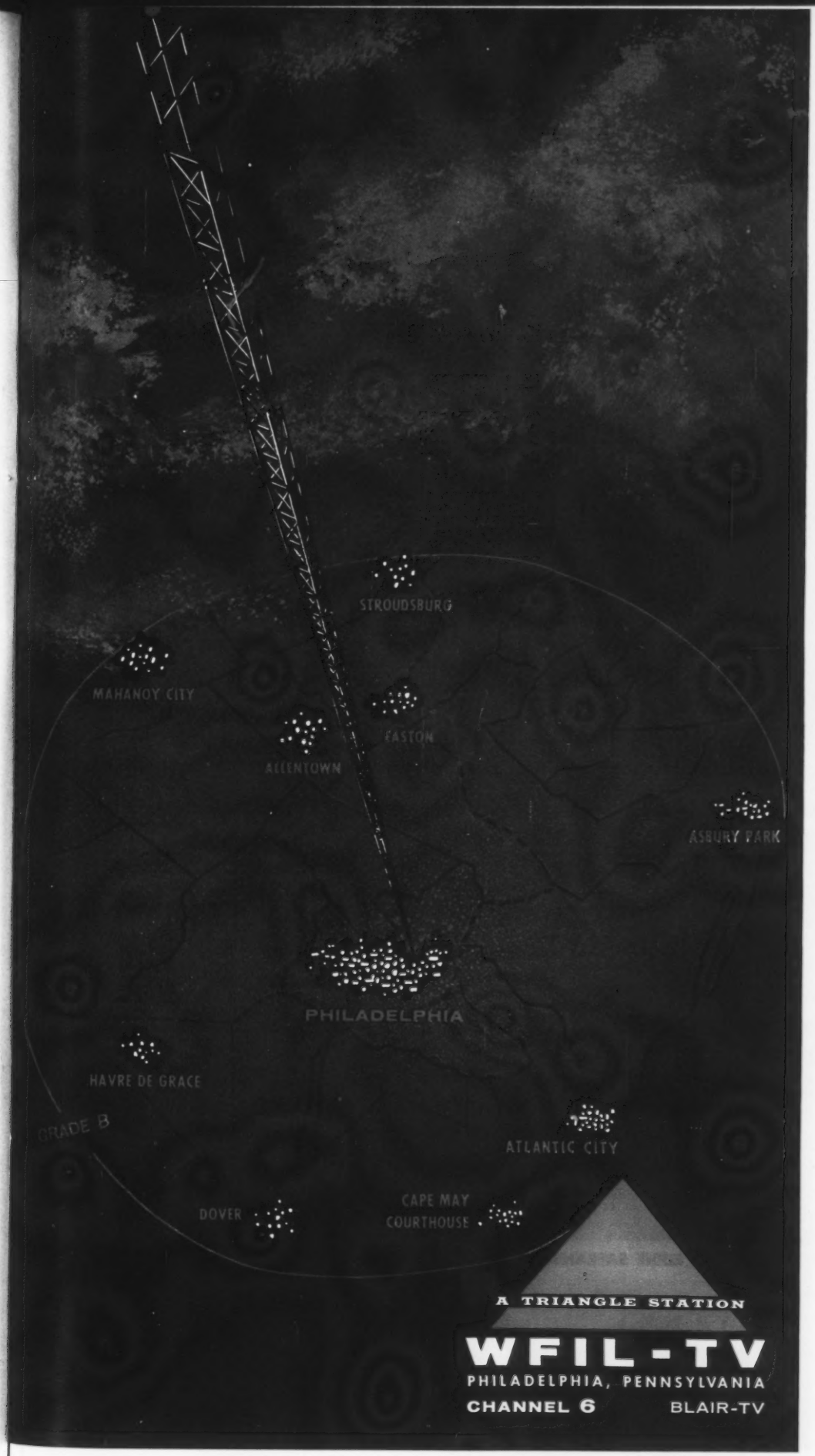
• BUSINESS BRIEFLY

Continues from page 9

of three-day run—50 spots per market—may well make agency, Monroe Greenthal Co., look to more radio on behalf of movie.

SHOOTING AT SOUTHERNERS • Lever Bros. (Imperial margarine) set to begin spot radio campaign in 39 cities, primarily southern markets, on Jan. 13. Foote, Cone & Belding, N. Y., is agency.

NORWICH SPOTTING • Norwich Pharmacal Co., Norwich, Conn., planning tv spot announcement campaign in number of markets, using station breaks, starting Jan. 15 for six weeks. Benton & Bowles, N. Y., is agency.



The Best is getting BETTER

WFIL-TV—Philadelphia's Number One station—takes another giant stride forward with installation of a **70% higher tower** . . . doubling signal strength to 7½ million viewers! Fringe areas? Hard-to-reach mountain areas? Their reception will be vastly improved as the powerful new WFIL-TV blankets them.

Now—a **100% stronger signal** for your message when aired on the Philadelphia station that delivers most audience, sign-on to sign-off, seven days a week—WFIL-TV . . .

ONE OF AMERICA'S GREAT STATIONS

Source: ARB, November, 1957
Kear & Kennedy
Consulting Engineers
Washington, D. C.

abc

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sesac library artists span the entire industry . . .

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In theaters, on radio and television, films, records . . . in almost every entertainment medium, SESAC Transcribed Library artists are heard, seen and enjoyed by millions!

Extraordinary talent that has helped shape the music of today and is helping shape the sounds of tomorrow. All the featured artists pictured, and many more, perform "the best music in America" in styles as fluid as music itself . . . surrounded by the best sidemen, vocalists and other top-notch performers. Fresh original music performed in trend-setting, listener-appealing arrangements.

RICHARD MALTBY

Basically that is why your station needs this tremendous aid to programming. Then too, there are complete program aids. A Catalog of over 8,500 Bridges, Moods, and Themes, a salable script service, complete program notes for over 5,000 selections and an easy reference Classified and Alphabetical Catalog that puts everything at your fingertips.

STEVE LAWRENCE

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But most important, the SESAC Transcribed Library helps you make money . . . make money with a minimum investment. It is available in various plans to suit your particular needs. You can have a million dollars worth of talent enjoyed by millions in one profit-producing package. Give your audience a Christmas present every day of the year. Write, SESAC *NOW!*

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Betty Cox
Franky Crockett
Beverly Kenney
Karl King
Patty McGovern
Andy Sannella
Nathaniel Shilkret
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Joe Venuti
The Broadway Opera Company
and many, many more

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THE COLISEUM TOWER
NEW YORK 19,

THE BEST MUSIC SESAC IN AMERICA

10 COLUMBUS CIRCLE
NEW YORK

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE

STORY

HOUR

Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

IN REVIEW

ZORRO

Unadulterated adventure with all the daring that could be mustered was the formula Johnston McCulley used three decades ago in presenting Zorro through the pages of the old dime *Argosy* magazine and later in the movie series starring the late Douglas Fairbanks Sr.

In bringing the series to tv, Walt Disney has lost none of that touch. Zorro remains the masked rider of early California days who fights tyranny, for the most part perpetrated by the local Mexican army authorities. He camouflages his activities by assuming the role of a lackadaisical son of a well-to-do Mexican ranch owner.

The secret passageways from ranch to stable where his horse and disguise are hidden and other such gimmicks may seem on the implausible side to today's more sophisticated audience, but the fast pace of the scripting tends to whisk the viewer past such questions.

Perhaps—as the motivation research experts might put it—the heroics of Zorro are the type that projects the viewer into a make-believe world and to participate vicariously in dramatic triumphs over injustice.

In the particular program reviewed, all the heroics were present as Zorro induced soldiers guarding the ranch to partake in a drinking-singing bout, slipped away to don his disguise, rescued his father from captors and then returned to the revelry.

The *Zorro* series promises to hew pretty close to stereotype Robin Hood lines, but Disney Studios appears to have the production well-paced enough to sell a good amount of AC spark plugs and Seven-Up.

Production costs: $54,000.
Sponsored by AC spark plug Div. of General Motors Corp. through D.P. Brother and Seven-Up Co. through J. Walter Thompson on ABC-TV Thurs. 8-8:30 p.m. EST.
Cast: Guy Williams, Britt Lomond, Henry Calvin, Gene Sheldon, Romney Brent and Lisa Gaye.
Executive producer: Walt Disney; director: Norman Foster; writers: Norman Foster, Bob Wheling. Based on the Zorro *stories by Johnston McCulley.*
Produced by Walt Disney Studios, Burbank, Calif.

SEEN & HEARD

The Seven Lively Arts (Sun. Dec. 8, 5-6 p.m.) focused on "The Sounds of Jazz" and let the music speak for itself. Mr. Crosby kept his commentary at a minimum and let the camera write most of the libretto. Wandering from face to face, picking up shots of musicians listening to musicians, stopping for a moment on hands or tapping feet, the camera work was professional and artistic, adding a real visual depth to the music. For once, the complexity of production didn't strangle the spontaneity of televised jazz—artists working in their shirt sleeves, in an uncluttered studio, were able to concentrate on their product. Instead of "interviewing," the producers made the musicians' comments on jazz more effective by taping them, playing them back as the camera focused on faces and instruments. The music, the camera work and the excellent use of that oft-neglected commodity, silence, made for an exciting hour.

BOOKS

MASS COMMUNICATIONS: A STATISTICAL ANALYSIS, by Richard E. Chapin, The Michigan State University Press, East Lansing, Mich. 148 pp. $5.75.

Each medium in industry—radio and television, newspapers, books, magazines and motion pictures—is dissected from a statistical standpoint and analyzed as far as possible. In this latter respect however, the author points to these "glaring weaknesses" in available data: (a) in most cases, statistical data is not comparable; (b) there is no complete coverage of the industries; and (c) often essential information is either unavailable or restricted in circulation.

Some of Mr. Chapin's material was gathered from trade journals, "occasionally subject to what might be called a bias of self-interest." The reluctance to report gains in other media, whether conscious or otherwise, should be recognized in evaluating the data, the author says.

Be that as it may, Mr. Chapin has combined 76 tables into a volume that does present a good insight into the development, financial health and other conditions within each medium. The tables are presented in three parts: (1) the statistics themselves; (2) the source of the data with an evaluation of that source, and (3) an analysis of the material by the author.

The radio-tv section contains 21 tables, most of which are credited to the FCC and various issues of the BROADCASTING YEARBOOK.

THE STORY OF WALT DISNEY, by Diane Disney Miller as told to Pete Martin, Henry Holt & Co., New York. 247 pp. $3.95.

The worlds Walt Disney created or disclosed, in cartoon and live film features, are as familiar to movie and tv fans as rooms in their own homes. That the man Walt Disney has been overshadowed by these worlds is of course natural, yet it is the man who is brought to public view in this book by Mr. Disney's daughter. *Saturday Evening Post* Associate Editor Pete Martin's professional touch makes the view all the more entertaining.

The book follows the talented output of Mr. Disney from the early ventures up through his impact on television (see review this page).

Disney entered television as a giant, who could meet the new medium on his own terms. From his first show—a one-hour Christmas program for Coca-Cola in 1950—the relationship has been one of mutual triumph. AB-PT President Leonard H. Goldenson is quoted, at a stockholders' meeting, as referring to "our arrangements with Walt Disney [as the] turning point in our progress."

The Story of Walt Disney can be read with the same ease a Disney film can be viewed—pleasant entertainment, no strain on the intelligence.

YOUNG & RUBICAM, INC.

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NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS

Every Christmas, some of our folks form a choral group and stroll from floor to floor singing carols for their co-workers.

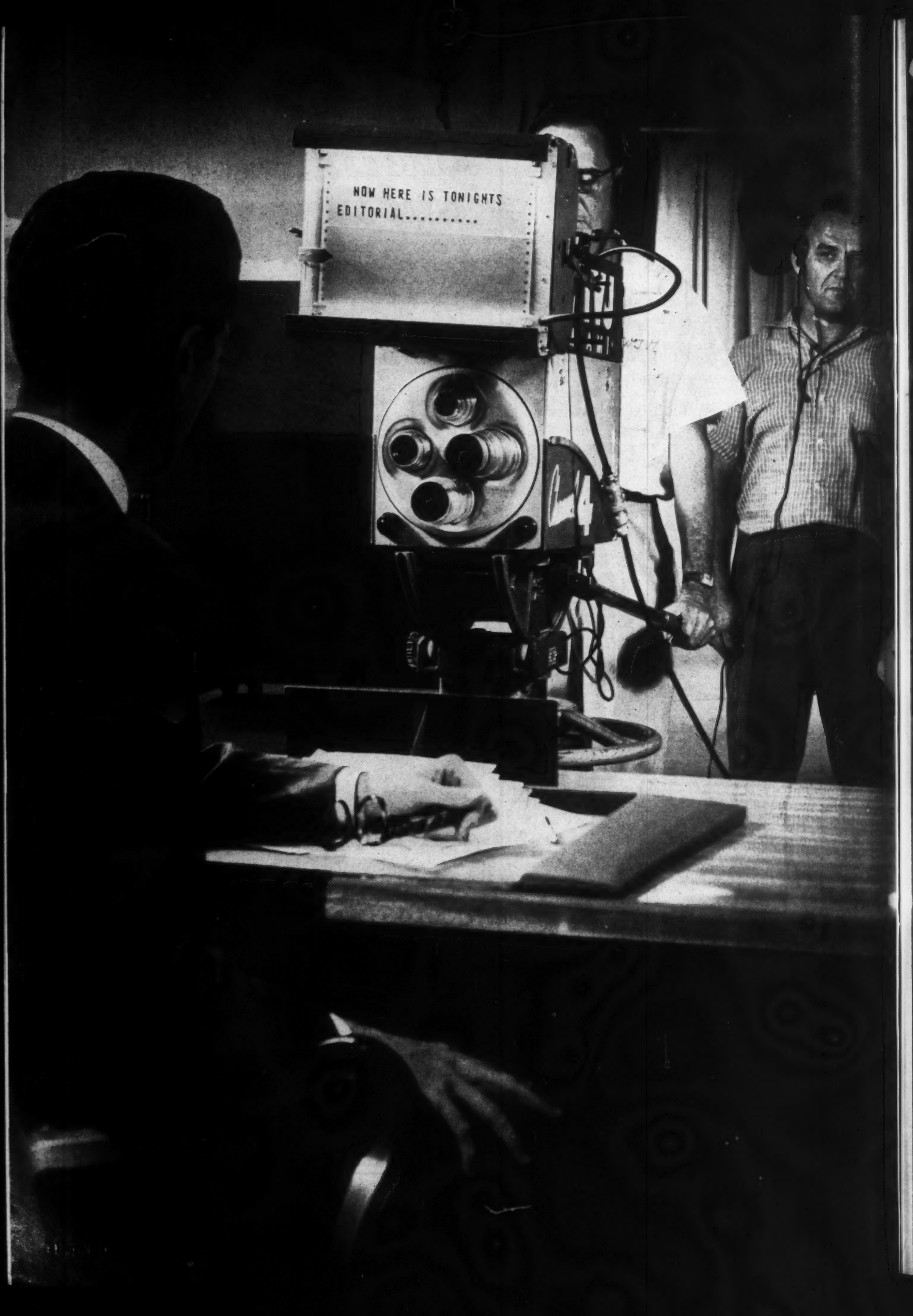
But this is just for fun . . .

During the other 364 days of the year, the musical talent that makes this pleasant custom possible has other values.

It adds a special sparkle to commercials and programs.

When trained musical experts create and supervise the production of songs, jingles, and musical effects, the difference is noticeable and pleasing.

It's the sort of difference that helps TV advertising command the big, friendly audience it needs to be successful.


NOW HERE IS TONIGHTS
EDITORIAL.....

CONTINUING LEADERSHIP from FLORIDA'S FIRST TELEVISION STATION

Continuing its record of leadership, WTVJ, "Florida's First Television Station," on September 2, 1957 instituted the Nation's first continuing daily television editorial.

The result, in the opinion of the station's management, has been the strengthening of WTVJ's reputation as the "TV News Center Of The South." The public in general, and city, county and state officials in particular, have taken a new, closer look at the presentation of news over WTVJ. While there may be disagreement with the opinions expressed, there is resounding agreement that the WTVJ editorials have been instrumental in affecting public opinion and effecting improvements in the South Florida area.

Television continues to grow and mature. In South Florida it is a certainty that WTVJ, Channel 4 will always lead the way into the future.

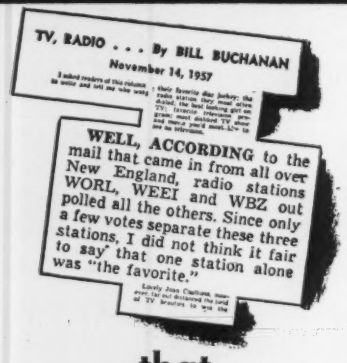
CBS TELEVISION NETWORK

WTVJ Channel 4 MIAMI

Basic Affiliate

Represented Nationally by
PETERS, GRIFFIN, WOODWARD

PROOF POSITIVE


TV, RADIO . . . By BILL BUCHANAN
November 14, 1957

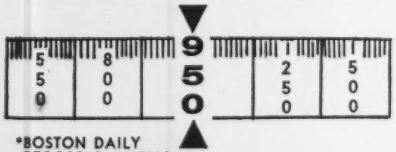
WELL, ACCORDING to the mail that came in from all over New England, radio stations WORL, WEEI and WBZ out polled all the others. Since only a few votes separate these three stations, I did not think it fair to say that one station alone was "the favorite."

that
WORL
dominates the dial
because
NEW ENGLAND FAMILIES LOVE OUR
"950 CLUB"
PROGRAMMING
(the great music of the Past, Present and Future)

In the recent Hearst Publications'* Radio-TV Popularity Poll, New England readers were asked to vote for their favorite Disc Jockeys *and the radio station they most often dialed.*

That WORL came out on top, along with only 2 other stations . . . that both Stan Richards & Dave Maynard — TWO from WORL — were included in the "Top 10" Disc Jockeys category . . . and that WORL's lower rates leave no doubt as to which station is Boston's best buy — *all are Proof Positive that WORL is*

USED AS A RULE IN BOSTON
HEARD AS A RULE IN BOSTON
BOUGHT AS A RULE IN BOSTON



*BOSTON DAILY RECORD & AMERICAN CIRCULATION: 582,743

WORL
BOSTON
950 on every dial
5000 watts — Independent
Represented nationally by Headley-Reed Company

OPEN MIKE

Brillo Has a Shine on 'Telestatus'

EDITOR:

We find your TELESTATUS extremely useful. Have you decided to give up this monthly report permanently? Quite frankly, it was one of the most useful features in your magazine.

John H. Loeb
Advertising Manager
Brillo Mfg. Co.
Brooklyn, N. Y.

[EDITOR'S NOTE—"Telestatus" still remains a regular service. However, because there is less fluctuation in tv now than in pioneering days, it is now published the first issue of each quarter. Next one: Jan. 6.]

A Taboo Is Dissolving

EDITOR:

We would like permission to reprint "Listeners Prefer CBS Radio—CBS" [NETWORKS, Nov. 25].

. . . We really take our hats off to you for your courageous stand evidenced by your editorials [on liquor advertising for radio-tv]. I'll admit we are not quite ready to back our position by accepting liquor advertising, although we have ventured to accept liquor store advertising (with no mention of liquor in copy), and we have accepted the Falstaff pro football game schedule on Sundays. Sunday beer advertising has long been taboo in Texas and, frankly, many other CBS-TV affiliates at first would not accept the Falstaff Sunday schedule. . . . I believe some of them would now like to be added to that list.

Albert D. Johnson
General Manager
KENS-AM-TV San Antonio, Tex.

[EDITOR'S NOTE—Permission granted.]

Youth Will Not Be Denied

EDITOR:

You might like a few details about a rather unique and quite successful fm operation in the Bay Area.

We went on the air Oct. 27. We are four partners—the three operating partners being 21, 22 and 23 years of age. The fourth member, John Wickett, takes care of land, building, legal and other details by virtue of his position as one of the Peninsula's leading real estate and investment brokers.

Jim Gabbert, Gary Gielow and Mr. Wickett were responsible for creating the station from a fertile idea prompted by the lengthy fm article in BROADCASTING April 8. They worked singlehandedly to find a site, move a building for a transmitter, clear trees, purchase and install equipment and handle other details connected with getting the station off the ground. I joined three weeks ago to take some of the workload, but Jim and Gary still operate the station 78 air hours per week.

I'm sure that in the near future you will hear more about KPEN (FM). With the highest fidelity in the Bay Area, the only varied schedule of programming and the highest transmitter site, we're expecting nothing short of total success. Granted, our overhead is quite low. However, after our station was on the air only two weeks, current revenue exceeded current expenses. Now our current ratio is solidly in the black, thanks to more than 13 delighted accounts.

R. Jerrell Jensen
KPEN (FM) Atherton, Calif.

WLS High on List

EDITOR:

We at WLS were very interested in the story about Talman Federal Savings & Loan Assn. of Chicago [ADVERTISERS & AGENCIES, Dec. 2] and its enthusiasm for radio as an advertising medium. But we were disturbed at the omission of WLS from the list of stations carrying Talman programs in Chicago.

WLS has as much reason as anyone to know first-hand of Talman's enthusiasm for radio and, more particularly, for WLS radio. Talman has been our valued sponsor for more than two years of the Rudy Orisek show, *Rhythms Around the World*, Monday-Friday, 10-10:30 p.m. . . . [and] recently renewed for the third consecutive year.

Miss Perry Hamilton
Publicity Manager
WLS Chicago

A Constantly Revised Textbook

EDITOR:

Whereas textbooks are a "stationary" source of information giving outdated facts and figures, we always manage to stay right on top of the developments by using your magazine as an effective reference work.

Your reports on toll tv, subliminal perception, radio network resurgence, commercial television in the United Kingdom and the excellent condensation of the Barrow report . . . provided valuable material for study and class discussion.

George Arfeld
Indiana U.
Bloomington, Ind.

[EDITOR'S NOTE—BROADCASTING is proud of the part it plays in classroom use and supplemental reading in radio/tv courses across the nation. Special rates are available to recognized schools. Write circulation manager for details.]

'Comprehensive' ETV Roundup

EDITOR:

Your article on educational television [EDUCATION, Nov. 11] was a good one, and I must say you covered the subject completely. That is without doubt the most comprehensive piece ever written on ETV.

Baskett Mosse
Chairman, Dept. of Radio-Tv
Medill School of Journalism
Northwestern U., Evanston, Ill.

'A Real Contribution'

EDITOR:

BROADCASTING'S review of radio-tv news coverage each week [DATELINES] is a real contribution to the field's status within the broadcasting industry. It has done a lot of good.

Marvin Alisky
Chairman, Dept. of Mass Communications
Arizona State College

JACKS ARE BETTER

to open in Baltimore

Four of a kind—all JACK GALE, our zany, brainy new "morning man" who in a few short months has taken Baltimore by storm.

Zany—because Jack's a mad, mad man at the mike—with his offbeat characters (see cards above), his breezy nonsense, his gag-a-minute pace.

Brainy—because Jack is crazy like a fox. He combines his showmanship with a mastery of *salesmanship* second to none. He has the precious knack of making people listen *for* a commercial as well as listen *to* it.

Jack is just what Baltimore's highly competitive AM radio has long needed—a *personality.*

Jack Gale opens the day on W-I-T-H with "Wake Up, Baltimore" from 6 to 10, Monday through Saturday. With music, news, weather—plus low W-I-T-H rates and complete W-I-T-H coverage—he's *your* opening to bigger business in this prime market.

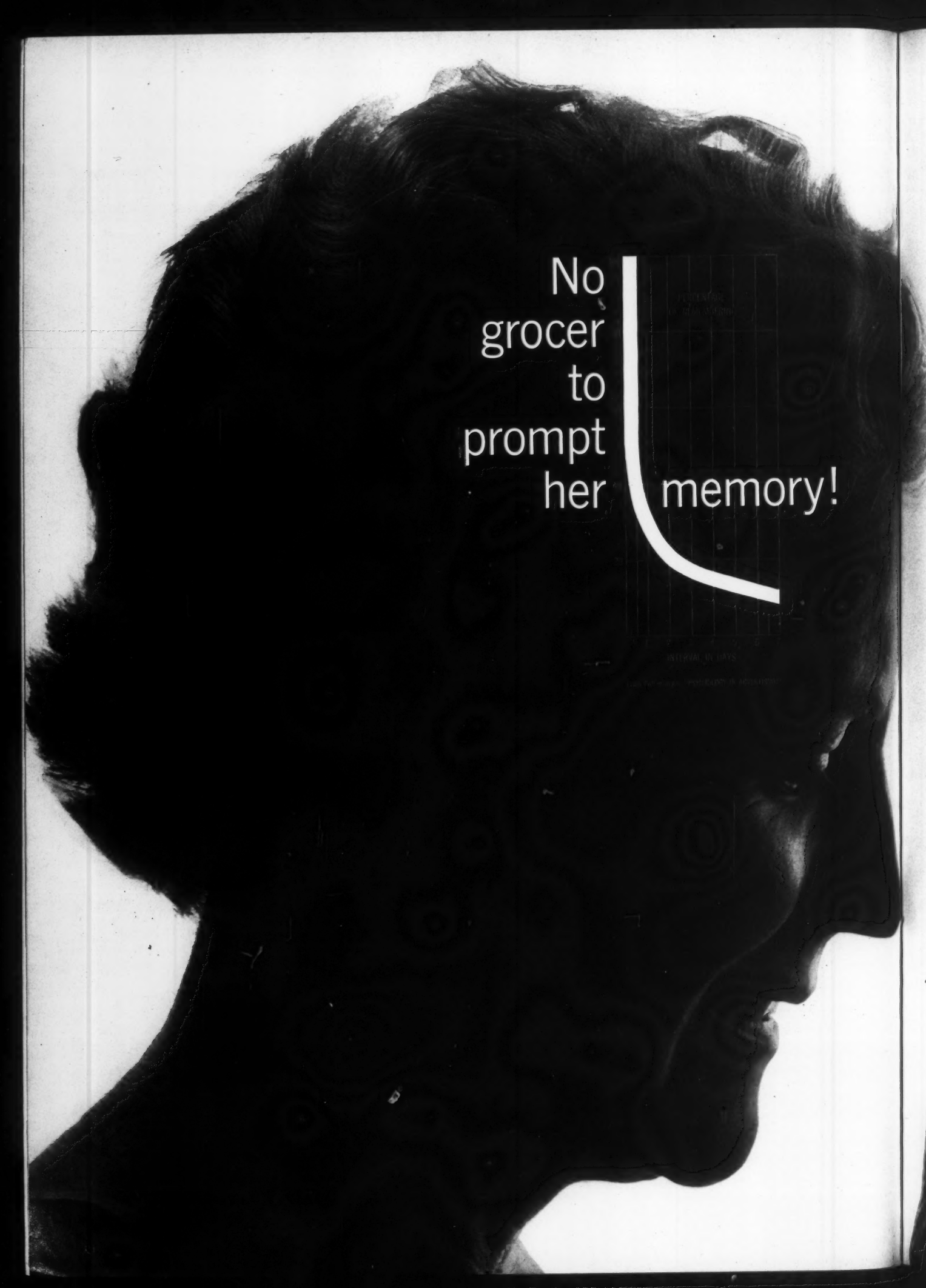
Radio's best on

WITH

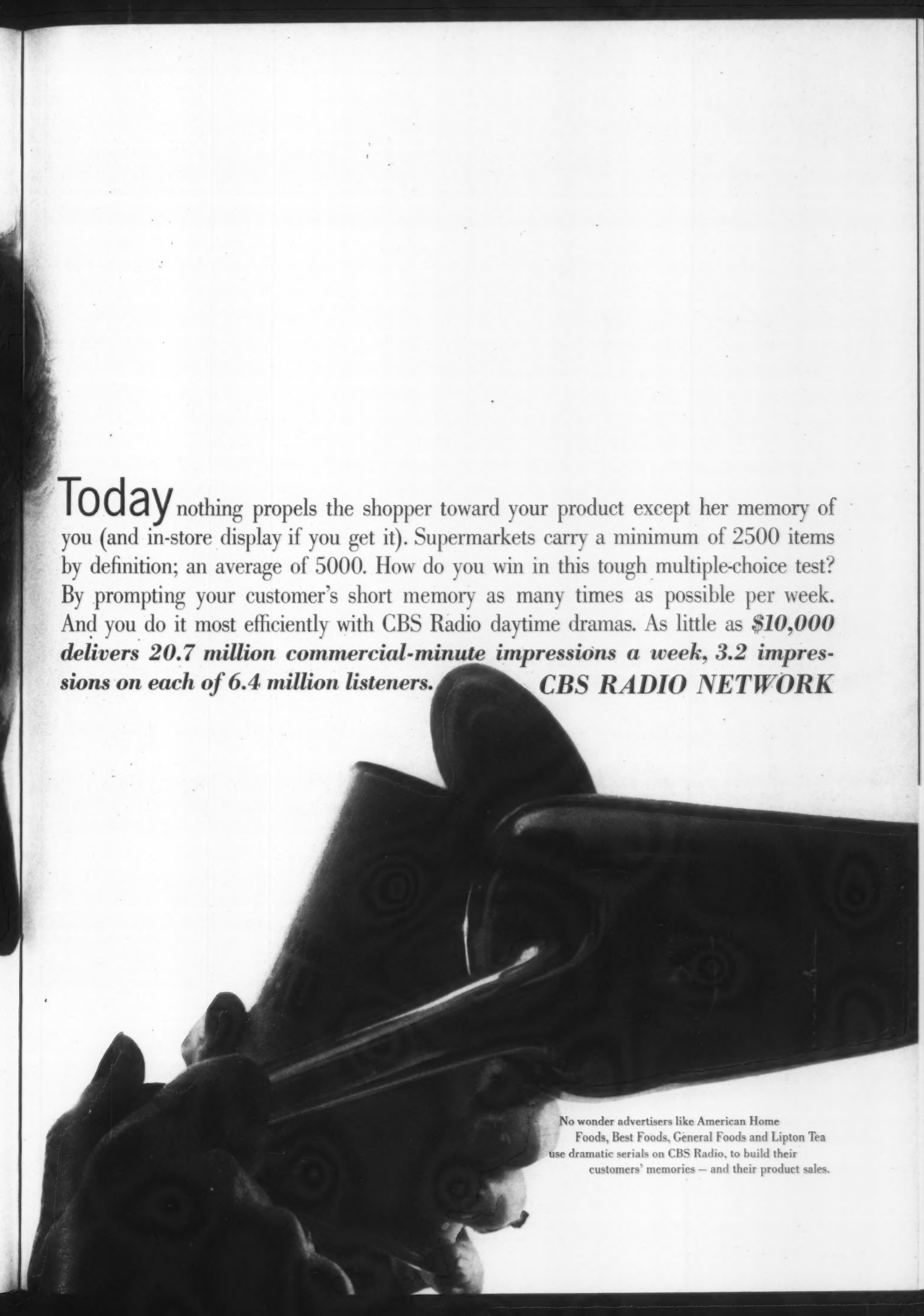
Tom Tinsley, Pres.

R. C. Embry, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Simmons Associates** in Chicago area and New England. **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans. **McGavren-Quinn** in Los Angeles. San Francisco, Seattle.


No
grocer
to
prompt
her
memory!

Today nothing propels the shopper toward your product except her memory of you (and in-store display if you get it). Supermarkets carry a minimum of 2500 items by definition; an average of 5000. How do you win in this tough multiple-choice test? By prompting your customer's short memory as many times as possible per week. And you do it most efficiently with CBS Radio daytime dramas. As little as ***$10,000 delivers 20.7 million commercial-minute impressions a week, 3.2 impressions on each of 6.4 million listeners.*** ***CBS RADIO NETWORK***



No wonder advertisers like American Home Foods, Best Foods, General Foods and Lipton Tea use dramatic serials on CBS Radio, to build their customers' memories – and their product sales.

Oklahomans Respond Quickly To WKY-AM-TV Eye Programs

Oklahoma City was looking and listening Dec. 2, when WKY-AM-TV there broadcast *A Gift of God*, separate radio and tv dramatizations of Oklahoma City's need for an eye bank. Within 48 hours of the half-hour programs 2,000 volunteers had signed up as volunteers for the bank project and corneal transplants had been performed on two people.

On WKY-TV, *A Gift of God* showed the progress of a donor's eyes over a 150-mile journey to an Oklahoma City operating room. A film of a corneal operation was followed by an appeal for the Lions Club eye bank project. The radio version of the show told the same story, substituting sound for visual effects.

WKY-TV is offering film copies of *A Gift of God* to other Oklahoma tv stations, and the radio version is being distributed on tape by Lions Club members. The tv show was written by WKY Public Affairs Director Gene Allen and directed by Joe Jerkins, WKY-TV program manager. Bill Wheatley, program manager of WKY, wrote and produced the radio broadcast.

WISH-TV Cited for Documentary On Community-Built School Plant

WISH-TV Indianapolis was cited by the local chamber of commerce for a "magnificent job" by its news department on a nationally significant film story. Camping in Greensburg, Ind., for a solid week, the station's news department filmed a public interest documentary showing how a community of 7,500 built a $3.5 million school system without a tax boost, federal or state aid, supplemented only by a municipal corporation grant of $1 million for certain improvements.

Vince Leonard, WISH-TV news director, sent his crew on the project, which encompassed five school buildings and water and sewage plants. Response was so overwhelming, according to the station, that national opponents of federal-aid-to-education, U. S. government and congressional leaders and educators visited the community.

Robert B. McConnell, vice president and general manager of WISH-TV, credited an "alert news department with spotting a good story, which we felt was so important that other things had to wait so it could be told." WISH-TV canceled a network program to air it Nov. 17.

BETTER TO GIVE • WMUR-TV Manchester, N. H., WPEN Philadelphia and WTOP-AM-TV Washington have directed their Christmas fund-raising toward introducing underprivileged children to the spirit of giving. Each of the stations is participating in a plan whereby donations are distributed among the youngsters who are taken on shopping tours to make their own selection of a gift.

HAPPY ENDING • Thanks to KMBY Monterey, Calif., and the people of the area, the 11 members of the Mascarenas family of nearby Seaside, whose possessions were destroyed by fire, are back on their feet again. As soon as the station was informed of the family's problem it broadcast a series of appeals over a 24-hour period, including an interview with the parents. Over 2,000 articles of clothing and furniture poured in and within two days the family had resumed housekeeping.

AWRT PROJECT • The New York City chapter of American Women in Radio & Television were guests of Mayor and Mrs. Robert Wagner at Gracie Mansion last week when the women broadcasters held their fourth annual Christmas party for children of needy families in that city. Approximately 400 gifts were donated by AWRT members for distribution Christmas morning by the Service to Families and Children organization, a division of the New York Welfare Dept.

FUND FORMED • NBC personality Dave Garroway last week announced the formation of the Psychiatric Research Fund—"an organization devoted to raising money exclusively for basic research into the causes of mental illnesses." Mr. Garroway, who co-founded the organization with Dr. Paul H. Koch, commissioner of mental hygiene for New York state, plans to begin his personal campaign to raise money for the fund with a plea for support on *Today* tomorrow (Tuesday).

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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James Montagnes

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SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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...extends the UHF Horizon... Again, RCA engineering sets the pace in UHF television...with a beam power tube for color and black-and-white TV transmitters. High power gain is achieved through unique tube geometry and a symmetrical array of unit electron-optical systems. A multi-strand, thoriated-tungsten type filament—featuring individual strand suspension—provides high emission, affords economical operation. Compact, simplified construction results in a high-power tube weighing only 28 pounds—a boon to station men when rotating and maintaining tubes.

Already on the air in leading super-power UHF stations like WBRE-TV, WBUF-TV, WHP-TV, and WTPA, RCA-6806 is another instance of RCA leadership in power-tube advancements for broadcast applications.

Service on RCA tubes is always available quickly—from your RCA Industrial Tube Distributor.

Compact, lightweight, and easy to handle, RCA-6806 delivers 28 kw TV output at 550 Mc.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

CASE HISTORY: FINANCIAL

Radio Becomes Perpetual As Sportscast Pays Off

WHEN BECKMAN-KOBLITZ ADVERTISING Agency signed Perpetual Savings & Loan Association of Beverly Hills this fall, it recommended that the new client emphasize a medium completely missing from its past advertising: RADIO.

SOUTHERN CALIFORNIA RADIO came through.

WITH RADIO ON THE JOB only since September, Perpetual deposits are at an all-time high. Four fine stations deserve the credit... including Jim Healy's commentary, "Speaking of Sports," each weekday afternoon on KBIG.

"WE PICKED THE CATALINA STATION" say agency partners Milt Beckman and Edward Koblitz "because of its fine past performance for other clients... and because KBIG coverage of Greater Los Angeles, plus the whole Southern California coast, is useful to Perpetual's heavy percentage of business by mail. The results have paid off at the teller's window—*and* the postman's sack.

"WE INTEND TO MAKE KBIG a 'Perpetual' part of our radio programming!"

Your KBIG or Weed contact will be glad to provide other case histories to help you evaluate Southern California Radio.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Morton Jules Wagner

THERE is a rare executive quality in being able to "encourage" employes into that consistent extra effort which makes the difference between a "getting by" operation and a successful one. Those of the eastern division of the Bartell Group are the first to admit their youthful boss had that quality. He is Morton J. Wagner, executive vice president in charge of the Bartell eastern division, having overall supervision of WAKE Atlanta, WYDE Birmingham and WILD Boston, plus general managership of WAKE and WYDE.

"I think there's a definite place always for a well-placed needle. It keeps things perking," Mr. Wagner admits with his ready smile. His badgering quirk personifies his slogan for the eastern trio, "WYDE aWAKE 'n WILD." But the Bartell stations are not another rock and roll team, he cautions. That is exactly what they are not, although the basic format is music and news, he explains. Rather, the Bartell station seeks to be a family companion—an alert one, enjoyed by all segments of the family.

As manager of WAKE and WYDE and earlier of other Bartell properties, Mr. Wagner has had a lot to do with development and refinement of programming features on the Bartell stations. The secret is as much in the staging as in the program element itself, but with features designed to bring the audience and station closer together as companions. Thorough research is behind each innovation.

Mr. Wagner expends the same enthusiastic drive in the other important direction of radio management: sales. "I've a hell of a reputation among our sales folks for insisting upon a week-ahead plan," he admits. "They have got to know where they hope to go all week no later than Sunday night, and with what."

His philosophy is "unwavering optimism." He insists that the word "problem" never be used. "Sure, we've got 'situations,' but never 'problems,'" he says. In the same vein of daring to be different and doing it, Mr. Wagner also has a "bug" on other terminology used in the radio profession. "We dispense with the negative phrase ROS (run of schedule) and substitute BTA (best time available). My salesmen are forbidden the use of the word 'contract'. It's a 'Client's Order to Broadcast'."

Well known for his devotion to training of young people in the radio profession, Mr. Wagner feels "one of the crying shames of our industry is our own lack of sales planning—not only proposal-type but, more importantly, 'people-planning' for sales."

BORN Morton Jules Wagner Oct. 5, 1925, at Jamaica, Long Island, he was taken at age 3 by his parents to Madison, Wis. He displayed his talent for unusual achievement early. He not only became a Life rank Boy Scout, but he found time to edit the high school paper, play in the band (clarinet) and take school play leads.

He started his commercial radio career at age 16 as combination man at WISC Madison, then from 1944-46 served as technical sergeant in the Army airways communication system. Upon discharge he married Bernice Maletz and entered the U. of Wisconsin, also his wife's alma mater. In 1949 he received his B.S. there with major in speech and minors in social studies, psychology, journalism and personnel relations. During college he found time to be parttime salesman for WISC, announce for the university's WHA Madison and take part in campus affairs.

After college he became more fully identified with WISC, within a few years moving up to program director and sales manager. In 1952 he was offered an executive birth with the Bartell stations and he made the switch, becoming sales manager of the then-owned uhf station, WMTV (TV) Madison, an NBC affiliate. For his 27th birthday present, President Jerry Bartell appointed him to manager of the tv outlet and he became possibly the youngest such executive in the industry at that time. "Contrary to most uhf's," he recalls, "we never knew a month in the red."

In November 1955, Mr. Wagner opened the Atlanta property, WAKE (formerly WBGE), established programming, administrative and sales procedures. He also continued as manager of WMTV until July 1956 when the tv outlet was sold. Then he moved to Atlanta to head up the growing eastern division. In August of this year he opened WYDE Birmingham (formerly WILD). The WILD call was moved to Boston for the newly acquired property there (formerly WBMS). For the months of July, August and September he constantly shuttled between Atlanta, Birmingham and Boston to install and develop the Bartell pattern of operation. Earlier he had helped establish Bartell's KCBQ San Diego, Calif.

The Wagners make their home in Atlanta. There are five of them now. Mr. & Mrs. are kept active on the home scene by Claudia 9, Wendy 6 and Bruce 3. It's on the home scene where Mr. Wagner learns to grow in the many human qualities he attempts to impart to his business. "A radio station must be comfortable and happy," he says. "It cannot build itself a house of wax—apparently sturdy but with no warmth and personality."

IN THE PUBLIC SERVICE OF GREATER DETROIT*

WKMH

Carries the Ball For Needy Kids!

In addition to year round sports coverage, featuring play by play accounts of Detroit Lions and University of Michigan football and Detroit Tigers baseball, WKMH, as a public service, broadcasts two annual charity events —The Goodfellow's Football Game and the Boystown Football Game.

The Goodfellows, a group of former Detroit newsboys, sponsor a yearly game between the Detroit Metropolitan and Parochial High School champions to decide the City Championship. Proceeds of the Goodfellows' drive are dedicated to the realization of the organization's motto: "No kid without a Christmas!"

The Boystown Game is another annual event, bringing together Detroit's Catholic Central High School and Father Flanagan's famed Boystown, of Omaha, Nebraska.

These broadcasts are carried on a non-sponsored basis, and are designed to bring to the listening audience the excitement of top-notch high school football, and to explain to them the great need for public support of the worthy causes involved

In these instances, as in many other areas involving the public interest, WKMH stands at the forefront.

*Third in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit

WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP. FRED A. KNORR, PRES. Represented by HEADLEY REED

KTHS sells nearly All of Arkansas!

"KTHS was instrumental in attaining our goal."

Says WALDO FRASIER,

Executive Vice President, Arkansas Farm Bureau Federation.

58,000 Arkansas farm families belong to the Arkansas Farm Bureau Federation, the State's leading farm organization. For more than four years the AFBF has sponsored the daily *"Farm and Market Reports"* over KTHS. Here is what Mr. Frasier said in his renewal letter to us:

"Enclosed herewith is a contract for another year of broadcasting in behalf of Arkansas Farm Bureau Federation.

I think that credit should be given where credit is due . . . and I can truthfully state that our farm program, Monday through Saturday, "Farm & Market Reports" was most instrumental in achieving the goal we set out to achieve 4-1/2 years ago. The efforts of collecting the farmers together as a unit of one for a better agricultural outlook has been most successful. The success also lies in the quality of our KTHS talent, Marvin Vines, who has done a very good job securing information for our program."

Waldo Frasier

WALDO FRASIER

Waldo Frasier, the Board Members of the Arkansas Farm Bureau Federation, and farm families throughout the State all know that KTHS is Arkansas' state-wide station that gets state-wide *results*. Ask your Christal man for all the facts.

MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE • MARKET

KTHS . . . LITTLE ROCK

50,000 WATTS

REPRESENTED BY THE HENRY I. CHRISTAL CO., INC.

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

CBS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 25 DECEMBER 16, 1957

LOYALTY TEST ON MADISON AVENUE

• Must agencymen shun all products but their clients'?

• Question argued after Whitehall yanks Kolynos from Grey

An answer on a television interview cost Grey Adv. the $300,000 Kolynos toothpaste account last week and touched off an industry-wide re-examination of the merits and perils of "brand loyalty."

Grey lost the account days after its president, Arthur C. Fatt, told interviewer Howard Whitman on WABD (TV) New York's *Nightbeat* that he brushed his teeth with Crest that morning. Pressed by Mr. Whitman, he pointed out that Crest was a Procter & Gamble product and that Grey handled other P&G products (but not Crest). Moreover, he said in answer to another question, he personally tries to sell his agency people on using the products of clients (see interview transcript, page 28).

But Kolynos left, destination not disclosed. Whitehall Pharmacal Co., maker of Kolynos, has seven agencies handling its various products and it was understood—although not confirmed—that Sullivan, Stauffer, Colwell & Bayles, one of the seven, would be named to take over the toothpaste, effective after the first of the year.

Queried about the withdrawal, Whitehall advertising vice president R. G. Rettig told BROADCASTING he had no comment. He did say that "we are doing business with seven agencies and from time to time move accounts."

(He was more direct when asked what toothpaste he himself had used that morning. "Kolynos, of course," he replied emphatically.)

News of the Kolynos action ricocheted through advertising circles, stirring up views that varied from condemnation to warm understanding and support.

Mr. Fatt, the man who tipped over the hornets' nest, outlined his position this way:

"The truth," he said, "is that I have three brands of toothpaste—two types of Kolynos, Crest and super-Ipana—in my medicine cabinet, because all of our top executives are constantly, of their own volition and at the request of our research department, personally testing the products of competitors. You can understand that this provides executives with the greater knowledge of products which we are helping to sell."

Mr. Fatt explained that in his definition "brand loyalty . . . consists of many ingredients." He said these included "complete acceptance of the product advertised as the best in the field for those of us privileged to advertise the product as well as for the consumer, but it does not stop there. Brand loyalty is not complete without a full knowledge of the competitive situation, without which effective marketing plans cannot be developed. That is why we at Grey are always testing new and competitive products to those we advertise."

Grey Adv. management, long noted for brand consciousness, has in memo after memo to its staff emphasized loyalty to its accounts. In a recent one, for example, Mr. Fatt said "two vital ingredients contribute to our success as an agency—skill and enthusiasm. They must work hand in hand. Skill is employed on the job. Enthusiasm—for Grey, its clients and their products—is a quality you can't turn off with the light switch at the end of the day. It's the belief that everything connected with Grey is 'extra special' to be boosted 'round the clock, wherever we are, whatever we do . . . brand loyalty . . . is a normal extension of belief in our work."

Lawrence Valenstein, chairman of the board of Grey, said that "we have a great respect for the Whitehall people and they have always treated us fairly."

Grey has handled Kolynos since September 1955. Its sales at that time were low but increasing, and were still climbing this year.

Kolynos shares sponsorship, along with other Whitehall products, of *Love of Life* and *Secret Storm* on CBS-TV.

Here are some of the views rounded up by BROADCASTING as the debate over brand or client loyalty stirred advertising circles last week:

Bruce Dodge, vice president in charge of the New York office of North Adv., was outspoken in his praise of Mr. Fatt's position. He said it was "disgraceful" if a client dropped an agency solely for the reason that a top-level agency executive preferred to use the product of a competing company.

Mr. Dodge agreed with Mr. Fatt that many agency employes, including those at North Adv., are "free-thinking." He hastened to add that products handled by North—Lanvin perfumes and Toni products—are "leaders" in their fields, and agency personnel prefer to use them. But he insisted that if there were a product he could use that was "superior" to one handled by

Grey's Fatt (r), WABD (TV)'s Whitman

What toothpaste did you use this morning?

his agency, he would use it. Mr. Dodge asserted that "an agency has a job to do for a client, and most agencies, including Grey, do it." Other factors, he indicated, should be subordinated to this primary function.

The president of an agency that bills in the radio-tv top 10, and in the top 20 in total billing, said that upon hearing of the Kolynos situation he was at first "amused," but upon reflection was "genuinely shaken by it."

He emphasized, however, that in his view one of his "first and cardinal principles" is that a client's product ought to be used and given preference over all others. He did not think the fact that another client's product (but a product not handled by his agency) was available would affect his choice—"Good manners dictate that you use the client's product."

William Banbrick, Foote, Cone & Belding account executive on Pepsodent, said his office's policy was to use other brands of toothpaste as well, "so we know what they are doing." Right now, he said, he was trying a competitor's toothpaste "hoping to find what is wrong or why it may not be as good as Pepsodent."

He asserted that "nobody ever has asked us to use Pepsodent. The client uses other brands, too, and for the same reason we do—to find out what the competitor is doing." He noted, "We just assume that since we work with the product in our advertising, it is a better product."

Mr. Banbrick thought, however, that an entirely different situation may be presented when an advertising man is before the camera and "talking to perhaps a million people."

A long-time (32 years) agency executive, one of the first people to service a network advertiser in radio back in 1931, commented: "If this is the real reason for the account loss—and I don't believe for a minute that it is—then I had better quit the agency business now while I'm ahead." (He has only a couple of years to go till retirement.)

William P. Warwick, radio-tv director, Warwick & Legler, said he believes in "the principle of using a client's product," that "we are working for him and I am sure he [the client] uses his own products." He explained that it's not that "we should be walking ads," but that client loyalty through product usage not only familiarizes the agency executive with the product so that he can do a better job of promoting its virtues, but also that it does much to "encourage brand consciousness."

An account executive handling a dentifrice for a top agency in New York (billings heavy in tv and radio) said he had a strong opinion on the subject. "If he [Mr. Fatt] likes Crest then he should be free to use it," he said.

He continued that it has been his feeling that a person active in the advertising field should be permitted "to reserve the right" to use what product "he happens to like," whether it be a client's product or some other. This does not mean that he personally does not use the client's product. It so happens that he does. Perhaps the loyalty factor may color my view," he admitted.

A top executive at Doherty, Clifford, Steers & Shenfield, agency for Ipana, said Mr. Fatt "should be applauded by the entire advertising agency for his frankness." He felt that agency personnel should be free to experiment with other products so that a basis for comparison can be set up. He noted that Cunningham & Walsh sends men into the field for research work. He expressed the view that Mr. Fatt "will come out of this thing on top."

Another top-echelon agency man, one who has been in radio-tv since the first day he entered the agency business in the 'thirties, claims that by saying all brands of toothpastes were more or less the same, Mr. Fatt had practically disqualified himself as an agency practitioner.

Yet another executive said that he "wasn't at all sorry for Arthur." Who knows, he asked, P&G might "feel so sorry for him that they'll maybe hand him $8 million billings next week!"

An official of the American Assn. of Advertising Agencies told BROADCASTING that "so far as we know, it's pretty general policy among agencies to suggest that their people use their clients' products." (AAAA staff members themselves have a sort of "member loyalty" which leads them to use, as much as possible, products that are handled by AAAA member agencies.)

An Assn. of National Advertisers official said ANA has "no policy" on the question

THE IRONY OF IT ALL

To promote "brand loyalty" for its clients, Grey Adv. distributed weekly shopping lists and gift shopping wallet-size folders to its employes, suppliers, clients and other people who do business with the agency. The weekly shopping list is divided into categories —food, drug, toiletries, household items, notions, and personal—and lists the brands in each section which are advertised through Grey.

MR. FATT'S

Here, condensed, is a transcript of parts of the telecast interview that preceded Kolynos toothpaste's departure from Grey Adv. last week. The interviewee was Grey President Arthur C. Fatt; the interviewer was Howard Whitman, and the program was Nightbeat, *on WABD (TV) New York, Dec. 3.*

Q: Let's start with some personal questions. When you woke up this morning and brushed your teeth, what kind of toothpaste did you use?

A: Crest.

Q: Crest. When you groomed your hair, what did you use?

A: Mennen's hair cream.

Q: And what about the coffee you had for breakfast?

A: Chock Full O'Nuts.

Q: Now, according to my information, Mr. Fatt, you have two hits and one miss. You represent, I believe, at your agency, Kolynos toothpaste.

A: That's correct.

Q: Why do you use Crest?

A: I just happened to use it this morning. It's a product of Procter & Gamble, another client of our agency.

Q: I see. Then you have two toothpaste clients. Do you alternate, Monday, Wednesday, Friday, Crest; Tuesday, Thursday, Saturday, Kolynos?

A: We do not handle the advertising of Crest. It just happens to be a product that I used this morning.

Q: The point I am trying to make is not to embarrass you about your personal tastes in toothpaste, or anything else, but rather the point of the advertising agency man's feeling about the product he advertises. Do you feel that you, and everyone in your agency, should loyally use the products that you plug in your ads?

A: I try to sell that philosophy to the people in the agency, but I must confess that they're free thinkers and they don't

$300,000 QUESTION

always go along. But, for the most part, it's an agency philosophy. We put little slips on our paychecks, at the semi-annual pay periods, suggesting that our employes use our clients' products.

Q: I wonder if those slips are like the slips that Ben Duffy, the president of BBDO, puts in the executive paychecks at his shop. I believe that he inserts a little note which states, "Confucius say, 'He who do not use client's products works for the wrong agency'."

A: Similar.

Q: Well, do you enforce this? Go back to BBDO for a moment. I believe that the cigarette machines in the agency office offer only Lucky Strikes, because of course, American Tobacco is a BBDO client. Today, of course, there's a choice. Lucky Strikes and Hit Parade, another American Tobacco Co. product. But that's all. Now, would you go that far? Would you actually limit your employes to the use of the products you advertise?

A: I wouldn't limit them to the use of the products that are advertised, but I certainly wouldn't display competitive products in the vending machines of our agency.

Q: Well, let's go back to your personal life. If you lost Procter & Gamble as a client, the makers of Crest, suppose you picked up another toothpaste client. Would you shift?

A: Probably.

Q: But why? Don't you like to use the best toothpaste?

A: I don't think that's germane. I think all toothpastes are good, and I believe it would be almost impossible to determine which is the best toothpaste.

Q: Would you ever permit a copywriter of yours to put that line in an advertisement, that, "I believe", or, "We believe that all toothpastes are good"?

A: Probably not, but the fact of the matter is that they are all good or they couldn't succeed at all, and it's basically true that all products haven't differences. You are talking about a category of items in which the variation is quite slight. You might take other products in which the variation would be tremendous.

Q: Well, what I am trying to get at is an apparent difference between what you say to me now, man to man, and what the copywriter says to the public in the ad. Doesn't the copywriter try to get the public to believe that there are vast differences among products?

A: Yes, that's part of the task which we have, to sell the products which we represent. But they must be good products or we're not very successful in selling them. Nor is anyone successful in selling a bad product.

Q: Would you ever plan a campaign if you were not convinced that the client had a good product to put on the market?

A: No. We would tell the client if we were satisfied that that was a bad product, and we do copy testing and product testing for almost every product that we put on the market, and it's pretty silly to advertise a product that is poor, because it just won't sell. Advertising exposes a product to more people quickly, and it will kill it more quickly if it's not a good product. So that your end result must be a bad one. You might just as well have that before you start as after you've spent the money and had the heartaches and the headaches and the losses.

Q: Well, to come down to cases, have you ever rejected a product or told a client, "Go peddle your papers some place else"?

A: Well, in the past two weeks, we've had two occasions to tell clients, "We don't think you should go ahead with this product, because, in our opinion, it hasn't got a chance."

STAND-BY BRAND • *Grey's President Fatt, asked Thursday, "What toothpaste did you use this morning?" replied, "Kolynos . . . and I will continue to use it until we, as an agency, are fortunate enough to get another brand."*

of product loyalty, but that he could see how it might be embarrassing for an account executive to bring in a client and see his colleagues smoking competitive cigarettes, for example.

An agency vice president at one of the larger auto account shops said "It's especially risky in day-to-day contacts, this business of using your client's product, especially if it is a $10,000 car, which you as a person can't afford." He says when a man becomes an agency executive, he's got to play by the rules, and one of them is that you just don't go around indirectly boosting what you're not supposed to be boosting.

A Benton & Bowles executive summarized his view of the situation thus: "Sheer nonsense."

St. Louis Reaction Lukewarm To Proposal to Tax Ad Media

A suggestion that St. Louis consider taxing local advertising media along the lines of Baltimore's recently enacted ordinances has evoked only lukewarm reaction so far. In fact, the idea had not even been offered formally to the city council as of last Thursday, more than three weeks after Alderman Alfred Harris announced he would ask the council to study the feasibility of such taxes [AT DEADLINE, Dec 2].

One definite and politically persuasive voice has denounced the idea. It came last week from Mark R. Holleran, Democratic national committeeman from Missouri, whose sentiments carry weight with the St. Louis Democratic administration.

In assailing the plan, Mr. Holleran noted that despite his friendship with Baltimore Mayor Thomas D'Alesandro, he feels media taxes such as Baltimore's are basically "bad." He said similar measures in St. Louis would be "ill-advised, harsh and oppressive" and would pose an "economic threat" to the city.

St. Louis media have withheld fire on the Harris suggestion up to this time. According to Hugo Autz, president of the St. Louis Advertising Club, which is studying the problem, local media and businesses have undertaken to show city authorities how such a tax would be ultimately harmful to all concerned. Mr. Autz expressed the opinion that the suggestion stands a good chance of being vetoed.

He pointed out that the tax suggestion did not originate at the top level of city administration and that officials haven't expressed any particular enthusiasm for such an ordinance.

Alderman Harris, who suffered injuries in a traffic accident shortly after his original tax suggestion, was back at his desk last week, but gave no indication when and in what form he would offer his idea to the council.

It's understood, however, that he is considering one amendment that would exempt the first $200,000 of gross sales and income from the proposed advertising tax.

Mr. Harris' plan is that the St. Louis ordinances could be similar to Baltimore's: a 4% sales tax on gross sales, plus a 2% levy on the gross of all advertising media. The Baltimore taxes already have been taken to the local court [ADVERTISERS & AGENCIES, Dec. 9].

KATZ TABLE TOTES RADIO SPOT COSTS

Estimator shows low cost of spot budgets in 150 radio markets

Nearly everybody in the advertising business today must know that spot radio is an inexpensive buy, but just how much of a bargain is it? The Katz Agency, station representative, has come up with some dollars and cents statistics.

As a result, agency buyers of radio time soon will have at their disposal a quick and simplified "table" showing estimated costs of spot announcements in 150 U. S. radio markets.

At a glance then, timebuyers, thanks to this new tabulation (called "spot radio budget estimator" and prepared by Katz' research department), can estimate rapidly the spot radio budget for any group or cumulative grouping of 150 listed U. S. radio markets.

Though designed by Katz as a service and not a sales pitch, the effect of the cost figures and markets as presented in the "estimator" is to point up what a lot of radio advertising—and in important markets—a very little money can buy.

For an estimated $3,560.55 an advertiser's one-minute message can appear on one station in each of these 150 markets in the U. S. in the daytime period between 9 a.m. and 4 p.m. And this is estimated for the one-time or "open rate," the most expensive purchase.

The advertiser following the usual practice of frequency placement can purchase a weekday schedule of 12 one-minute announcements per week for 13 weeks in these same markets in the "early morning-

KATZ' QUICK ESTIMATOR FOR SPOT

Cost per announcement, based on weekday schedule of 12 one-minute announcements per week for 13 weeks

MARKETS[1]	EARLY MORNING—LATE AFTERNOON[2]	DAYTIME[3]	EVENING[4]	ONE-TIME RATE* DAYTIME[3]
New York	$100.75	$ 66.00	$ 66.00	$ 80.00
Chicago	78.00	55.00	55.00	75.00
Detroit	106.88	106.88	106.88	125.00
Los Angeles	60.00	60.00	60.00	75.00
Cincinnati	64.00	48.00	48.00	80.00
Pittsburgh	57.38	42.00	28.00	60.00
Boston	51.00	40.00	28.00	50.00
Minneapolis-St. Paul	59.00	59.00	53.00	85.00
St. Louis	63.75	63.75	53.13	85.00
Philadelphia	64.13	48.60	32.40	60.00
Total cost for first 10 markets..	**$ 704.89**	**$ 589.23**	**$ 530.41**	**$ 775.00**
Fort Worth	25.50	25.50	25.50	50.00
San Francisco	45.50	35.00	35.00	50.00
Nashville	43.00	40.00	71.00	50.00
Des Moines	46.00	34.00	17.00	50.00
Atlanta	45.58	37.50	37.50	50.00
Denver	32.30	32.30	32.30	40.00
Louisville	41.63	41.63	41.63	50.00
Dallas	34.40	21.60	21.60	36.00
Milwaukee	44.89	44.89	44.89	52.50
New Orleans	24.00	32.00	16.00	40.00
Total cost for first 20 markets..	**$1,087.69**	**$ 933.65**	**$ 872.83**	**$1,243.50**
Cleveland	17.00	17.00	17.00	30.00
Kansas City	40.00	33.00	23.00	40.00
Buffalo	41.74	38.48	38.48	45.00
Charlotte, N. C.	36.00	32.00	24.00	40.00
Baltimore	23.43	20.08	26.78	26.25
Hartford, Conn.	47.03	47.03	47.03	55.00
Memphis, Tenn.	21.60	21.60	21.60	24.00
Raleigh, N. C.	35.25	25.29	25.29	35.00
Omaha, Neb.	31.50	28.00	14.00	35.00
Washington	42.00	26.00	26.00	50.00
Total cost for first 30 markets..	**$1,423.24**	**$1,222.13**	**$1,136.01**	**$1,623.75**
Schenectady, N. Y.	36.34	36.34	36.34	45.00
Birmingham, Ala.	16.00	16.00	16.00	20.00
Oklahoma City	29.50	25.00	16.00	33.00
San Antonio, Tex.	25.49	17.00	17.00	35.75
Seattle, Wash.	22.25	19.50	16.50	30.00
Wheeling, W. Va.	24.00	21.00	14.00	35.00
Fort Wayne, Ind.	27.75	21.68	21.68	30.00
Indianapolis, Ind.	25.00	20.00	14.00	23.00
Cedar Rapids, Iowa	25.75	23.50	15.00	32.00
Tulsa, Okla.	24.44	18.00	12.00	27.00
Total cost for first 40 markets..	**$1,679.76**	**$1,440.36**	**$1,314.53**	**$1,934.50**

MARKETS[1]	EARLY MORNING—LATE AFTERNOON[2]	DAYTIME[3]	EVENING[4]	ONE-TIME RATE* DAYTIME[3]
Yankton, S. D.	24.00	24.00	24.00	30.00
Shreveport, La.	23.90	23.90	23.90	29.50
Rochester, N. Y.	34.20	34.20	34.20	40.00
Portland, Ore.	21.00	21.00	21.00	30.00
Houston, Tex.	30.00	25.00	15.00	35.00
Richmond, Va.	26.40	24.80	12.80	31.00
Topeka, Kan.	24.00	18.00	18.00	28.00
Providence, R. I.	25.00	20.00	20.00	22.00
Salt Lake City, Utah	31.45	26.60	26.60	38.00
Syracuse, N. Y.	16.20	16.20	16.20	20.00
Total cost for first 50 markets..	**$1,935.91**	**$1,673.85**	**$1,526.23**	**$2,238.00**
Montgomery, Ala.	11.00	11.00	11.00	15.00
Springfield, Mo.	9.00	9.00	9.00	18.00
Youngstown, Ohio	16.50	14.00	14.00	18.50
Knoxville, Tenn.	20.63	16.25	16.25	24.00
Toledo, Ohio	19.88	16.00	16.00	20.00
Fargo, N. D.	14.03	11.20	16.85	13.20
Columbus, Ohio	23.75	22.50	10.42	25.00
Dayton, Ohio	22.00	19.00	19.00	22.00
Norfolk, Va.	16.28	14.96	9.00	17.00
Little Rock, Ark.	14.30	12.00	6.00	16.00
Total cost for first 60 markets..	**$2,103.28**	**$1,819.76**	**$1,653.75**	**$2,426.70**
Spokane, Wash.	22.60	16.96	16.96	26.00
Sacramento, Calif.	13.50	9.90	8.93	21.00
Amarillo, Tex.	12.75	11.00	11.00	15.00
Wichita, Kan.	11.80	11.80	11.80	16.50
Miami, Fla.	25.00	14.00	14.00	20.00
Bismarck, N. D.	11.00	11.00	11.00	15.00
Jackson, Miss.	7.50	7.50	7.50	10.00
Albuquerque, N. M.	12.00	10.80	10.80	18.00
St. Joseph, Mo.	10.83	10.83	10.83	15.00
Tampa, Fla.	14.00	10.00	12.00	14.00
Total cost for first 70 markets..	**$2,244.26**	**$1,933.55**	**$1,768.57**	**$2,597.20**
Columbia, S. C.	12.75	10.50	6.75	14.00
Fresno, Calif.	17.15	13.30	13.30	21.00
Wichita Falls, Tex.	11.00	11.00	11.00	12.00
Charleston, W. Va.	16.00	15.20	15.20	19.00
Duluth, Minn.	12.00	11.25	11.25	15.00
Harrisburg, Pa.	13.60	13.60	13.60	16.00
Bridgeport, Conn.	21.88	17.50	10.50	20.00
Akron, Ohio	12.50	10.00	12.00	15.00
Flint, Mich.	11.75	10.00	7.50	15.00
Phoenix, Ariz.	8.78	8.78	8.78	12.00
Total cost for first 80 markets..	**$2,381.67**	**$2,054.68**	**$1,878.45**	**$2,756.20**

late afternoon" period for only $3,007.34 per announcement, estimated. On this same frequency basis, the estimated price per announcement for the "daytime" period would be $2,641.70 and for "evening" a still lower estimated cost, $2,428.61.

With the Katz estimator, according to the firm's Dan Denenholz, vice president in charge of research-promotion, timebuyers can judge immediately just how far a radio campaign budget can travel.

In its grouping of time periods, Katz set the "early morning-late afternoon" category to include 7-9 a.m. as early morning and 4-6 p.m. as late afternoon. But where the late afternoon rate differed from early morning, the resulting rate represents an averaged figure. The "daytime" category uses the rate in effect on stations for the most hours between 9 a.m. and 4 p.m. and in the evening, the hours between 6-11 p.m.

The method used to rank markets for the estimator's purposes was to take the largest daytime weekly circulation available in each market based on Nielsen Coverage Service No. 2 as furnished in a special tabulation made for Katz by A. C. Nielsen Co.

It is pointed out that since rates tabulated are those of the station with the largest daytime weekly circulation in each market, these rates tend to reflect in most cases the highest cost station.

The one-time daytime rate given also is used as the base for an estimating formula, a feature of the radio spot estimator. This formula provides percentages which may be applied to the one-time rate base to provide estimates for cost per announcement for schedules of 24 announcements per week for 26, 39 and 52 weeks.

Other than the one-time base rates, the figures reflect multi-spot, saturation and run-of-station plans and discounts where they are available, with this exception: where the plan or discount is offered on run-of-station, fixed but pre-emptible bases, the plan discount is not used in the early morning-late afternoon classification unless the plan's conditions can be applied clearly to it. The estimator ignores special weekend plans.

RADIO CAMPAIGNS IN 150 MARKETS

Cost per announcement, based on weekday schedule of 12 one-minute announcements per week for 13 weeks

MARKETS[1]	EARLY MORNING—LATE AFTERNOON[2]	DAYTIME[3]	EVENING[4]	ONE-TIME RATE* DAYTIME[3]
Kalamazoo, Mich.	14.90	14.90	14.90	17.50
Wilmington, Del.	10.75	9.50	9.50	12.00
Shenandoah, Iowa	10.00	10.00	5.00	15.00
Pittsburg, Kan.	7.80	7.50	7.50	10.20
Grand Rapids, Mich.	12.00	9.40	6.00	14.00
Orlando, Fla.	10.00	8.00	8.00	9.00
Evansville, Ind.	10.00	10.00	10.00	14.00
Sioux Falls, S. D.	6.50	6.50	6.50	15.00
South Bend, Ind.	13.00	13.00	13.00	15.00
Blytheville, Ark.	3.50	3.50	3.50	5.00
Total cost for first 90 markets	**$2,480.12**	**$2,146.98**	**$1,962.35**	**$2,882.90**
Scranton, Pa.	10.67	10.67	10.67	15.00
Spartanburg, S. C.	11.80	10.60	10.60	12.50
Rock Island, Ill.	16.00	16.00	12.00	20.00
Portland, Me.	8.40	8.40	8.40	12.00
Beaumont, Tex.	8.25	8.25	6.60	15.00
Salina, Kan.	6.05	6.05	6.05	7.20
Worcester, Mass.	18.36	18.36	18.36	24.00
Roanoke, Va.	10.50	10.50	10.50	13.00
San Diego, Calif.	8.00	7.50	10.50	11.20
Madison, Wis.	6.50	5.85	5.85	10.00
Total cost for first 100 markets	**$2,584.65**	**$2,249.16**	**$2,061.88**	**$3,022.80**
Coffeyville, Kan.	6.30	6.30	8.40	9.00
Alexandria, La.	8.00	7.00	7.00	9.00
Macon, Ga.	14.50	14.50	9.75	18.00
Greenville, S. C.	10.63	10.63	10.63	12.50
Huntington, W. Va.	9.00	8.40	8.40	12.00
Fairmont, W. Va.	7.20	5.76	9.60	9.00
Durham, N. C.	6.00	6.00	6.00	10.00
Canton, Ohio	8.50	8.50	8.50	10.00
Winston-Salem, N. C.	8.50	8.50	8.50	10.00
Baton Rouge, La.	8.00	8.00	8.00	10.00
Total cost for first 110 markets	**$2,671.28**	**$2,332.75**	**$2,146.66**	**$3,132.30**
Grand Island, Neb.	10.80	9.60	—	12.00
Savannah, Ga.	8.13	8.13	8.13	12.00
Jamestown, N. D.	8.00	8.00	5.60	10.00
Green Bay, Wis.	7.92	7.92	7.92	11.00
Johnson City, Tenn.	7.50	7.50	7.50	10.00
Chattanooga, Tenn.	8.80	8.80	8.80	11.00
Lexington, Ky.	6.00	6.00	6.00	8.50
Wilkes-Barre, Pa.	9.00	9.00	9.00	10.00
Colby, Kan.	10.80	9.60	—	12.00
Newport News, Va.	11.50	11.50	11.50	14.00
Total cost for first 120 markets	**$2,759.73**	**$2,418.80**	**$2,211.11**	**$3,242.80**
Binghamton, N. Y.	9.96	8.92	8.92	11.25
Bangor, Maine	7.50	7.50	7.50	10.00
Quincy, Ill.	10.70	10.70	10.70	13.50
Eau Claire, Wis.	7.05	9.25	4.85	5.00
Weslaco, Tex.	9.35	5.00	5.00	11.00
Utica, N. Y.	13.25	6.75	6.75	15.25
Asheville, N. C.	7.80	7.80	7.80	9.75
Billings, Mont.	8.00	8.00	11.00	10.00
Waterloo, Iowa	8.00	8.00	8.00	15.00
Allentown, Pa.	6.75	6.75	6.75	12.00
Total cost for first 130 markets	**$2,848.09**	**$2,497.47**	**$2,288.38**	**$3,355.55**
New Haven, Conn.	10.25	7.50	7.50	12.00
Saginaw, Mich.	6.50	6.50	6.50	10.00
Augusta, Ga.	7.20	7.20	7.20	10.00
Lubbock, Tex.	7.05	6.10	6.10	8.00
Sioux City, Iowa	8.75	8.75	8.75	14.00
Mobile, Ala.	7.00	7.00	11.25	10.00
Clarksburg, W. Va.	5.75	5.75	5.75	7.50
Peoria, Ill.	12.50	13.00	9.75	17.50
New Ulm, Minn.	5.00	5.00	—	6.50
Lexington, Neb.	8.00	8.00	8.00	11.50
Total cost for first 140 markets	**$2,926.09**	**$2,572.27**	**$2,359.18**	**$3,462.55**
Lansing, Mich.	7.65	7.65	7.65	9.00
Jacksonville, Fla.	8.50	7.00	7.00	10.00
Harrisonburg, Va.	7.65	5.00	5.00	8.00
Middletown, Ohio	7.50	7.50	7.50	12.00
Charleston, S. C.	6.85	4.42	4.42	8.00
Boise, Idaho	10.20	4.96	4.96	9.00
Mason City, Iowa	10.70	10.70	10.70	13.50
Lima, Ohio	9.00	9.00	9.00	12.00
Monroe, La.	6.00	6.00	6.00	7.50
La Crosse, Wis.	7.20	7.20	7.20	9.00
Total cost for first 150 markets	**$3,007.34**	**$2,641.70**	**$2,428.61**	**$3,560.55**

* This is the rate used as the base rate (100%) in the estimating formula.

[1] Markets are ranked in order of the largest Daytime Weekly Circulation (NCS No. 2) available in each market.

[2] Average of the rates between 7 a.m. and 9 a.m. and between 4 p.m. and 6 p.m.

[3] Rate in effect for the most hours between 9 a.m. and 4 p.m.

[4] Rate in effect for the most hours between 6 p.m. and 11 p.m.

The "market ranking" in the Katz radio spot estimator is not intended to reflect market size in the conventional sense. Rather, it is based on the station with the largest daytime weekly circulation in each market, based on A. C. Nielsen Co. data.

Research, Creativity Both Needed, ATAS Told

- **How to pick right tv show**
- **Takes cooperation, say experts**

How does an advertiser and his agency pick a winner in a program before it is slated to go on the air and, once it is on the air, how does it stay a winner? According to a number of industry executives —representing advertiser, agency, network and research—program research by itself is part of the answer but alone it won't suffice. To predict a show's success accurately, the researchers must work hand-in-hand with the creators of new tv programs.

This point was stressed Tuesday evening in New York as the Academy of Television Arts and Sciences (New York chapter) staged a symposium on the vital topic of research and creativity at ABC-TV's executive headquarters.

Moderating the panel discussion was ABC-TV's research-sales development vice president, Donald W. Coyle, and participating were George Abrams, advertising vice president, Revlon Inc.; Hendrick Booraem, tv-radio vice president, Oglivy, Benson & Mather; Dr. Arthur Wilkins, creative research director, Benton & Bowles, and Dr. Ernest Dichter, president, institute for Motivational Research.

Mr. Coyle noted that researchers and creators do not necessarily have conflicting interests. Rather, researchers can help the creators by pointing out to them certain areas of audience receptivity. At the same time, the researchers would be helpless without having something to research, ergo, the place of the creator, he said.

This is how the panelists felt:

• **George Abrams:** Even experts can be fallible. He cited some notable "sleepers" among tv programs that have turned out to be "blockbusters"; for example, ABC-TV's *Maverick*. A distinct "rating history," he felt, helps the sponsor. "When the creative approach is applied to a successful rating history," he contended, "the result is successful programming." As to the foibles of ratings in television, Mr. Abrams added, "people tend to forget that tv is a new medium" that must grope its way into maturity.

• **Hank Booraem:** There are two ways of researching a program—(a) by counting noses and (b) by using the qualitative method. The former method is that of the rating services, the later that of the motivational researchers and "subject to more arguments." Creative people, Mr. Booraem felt, resent "half-digested" research statistics. Qualitative research is needed for the sake of believability. It is axiomatic, he went on, that when ratings are high, advance research was good, and vice versa. Yet, without the advance research, the show still goes on.

• **Arthur Wilkins:** He agreed in part with Mr. Booraem, but defended research's importance by saying that it "weeded out" the negative factors, the "waste" of programming. Both researcher and creator, he implied, have vested interests. The researcher, working for the advertiser, must make sure that the advertiser will be popular with his audience. On the other hand, the artist or creator is thinking in one term only: Will the show be a good one? Nonetheless, the economics of the tv business dictates that the creative man is subject to a set of standards that determine what will and what will not sell.

• **Ernest Dichter:** He reiterated Mr. Abrams' contention that an agency views research as being necessary to predict success and if success is lacking, "why?" Another way in which research can play a more important role than it has to date is in probing the psychology of the viewer. Since the sputnik, Dr. Dichter opined, "people need to feel that they can justify watching television. They have guilt feelings about not doing enough to alter world conditions and future tv shows must absolve this guilt . . . by giving their audiences a sense of participation in the world about them . . . while being entertained."

HOW researcher and creator should work together to insure the success of a new tv program was set forth by these men at a New York symposium staged by Academy of Tv Arts and Sciences last week. L to r: George Abrams, Revlon Inc.; Arthur Wilkins, Benton & Bowles; Donald W. Coyle, ABC-TV; Hendrick Booraem, Ogilvy, Benson & Mather, and Dr. Ernest Dichter, Institute for Motivational Research.

Donneson Emphasizes Growth Of Negro, Latin Audiences

Agency timebuyers were urged Tuesday to consider radio stations which program for the Negro audience, the Spanish-speaking people and other foreign language groups in their media plans.

According to Selvin Donneson, sales manager of WWRL New York, growth of the Negro market has been rapid in urban areas since the end of World War II. In a talk before the Radio & Television Executives Society timebuying and selling seminar in New York, he traced via statistics the marked expansion of the Negro market in such cities as New York, Chicago, Detroit, Philadelphia, Washington, Baltimore and Los Angeles.

He noted, for example, that in numbers alone, the Negro and Spanish-speaking populace in metropolitan New York is greater than the combined populations of New Orleans, Pittsburgh, San Francisco and Denver. The birth rate is up and the median age of both groups quite young (about 22 for Puerto Ricans and about 25 for Negroes); thus, he asserted, the groups are at their "peak earning power" and will be for some years ahead.

The tenor of his detailed analysis of these expanding markets: Is the advertiser missing a direct route to penetrate the area of potential customers for his product by bypassing or otherwise failing to make use of specialty stations?

At tomorrow's (Tuesday) seminar session, Benton & Bowles' Executive Vice President Brown Bolte is slated to speak on "Why Clients Seem Peculiar"—a topic that will cover client relationships, sales and distribution problems and other matters bearing on an advertising campaign. The seminar's "first semester" ends tomorrow and the second part picks up Jan. 7.

Beirn, Ruthrauff Resign As Senior V. P.'s at EWR&R

F. Kenneth Beirn and F. Bourne Ruthrauff, both senior vice presidents of Erwin Wasey, Ruthrauff & Ryan, New York, have resigned, it was announced last week by David B. Williams, president of the agency.

Mr. Williams had "no comment" to make on reasons for the resignation of the two key men in the organization, other than "to wish them well."

Mr. Beirn had been senior vice president of the agency since its merger several months ago. Prior to that he was president of Ruthrauff & Ryan. Mr. Ruthrauff was a vice president of Ruthrauff & Ryan. Mr. Beirn prior to joining Ruthrauff & Ryan was president of Biow Co., which later became Biow-Biern-Toigo and is now defunct.

Mr. Ruthrauff's comment following his resignation last week:

"When we first merged I was most delighted with the Williamses. But running agencies is like running banks, some do it one way and some another. The Williamses planned to run the agency one way and I another. I wish them success, but I disagree with their way and have resigned."

(Howard D. Williams is chairman of EWR&R's finance committee.)

in the U.S. there are approximately

15 MILLION TEENAGERS

25 MILLION IN THEIR TWENTIES

30 MILLION IN THEIR THIRTIES

35 MILLION IN THEIR FORTIES

37 MILLION OVER FORTY

And Every One Affects Sales!

The Bartell Group concept of family radio has, through ten years of sampling, demonstrated that a general audience can be kept intact by a continuous program service of broad acceptance.

No audience fragmentation by programming to special groups.

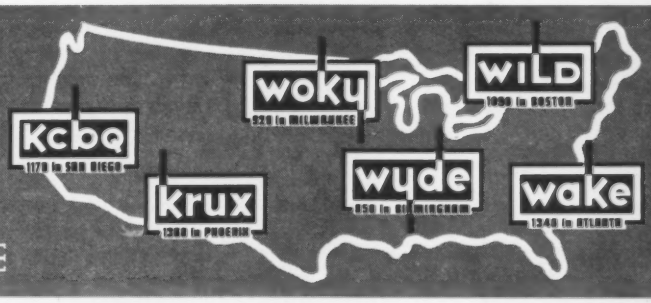
Result: advertisers always reach buyers.

Highlighting the success of family radio is the clear rating dominance of Bartell Group stations.

Bartell It... and Sell It!

THE BARTELL GROUP

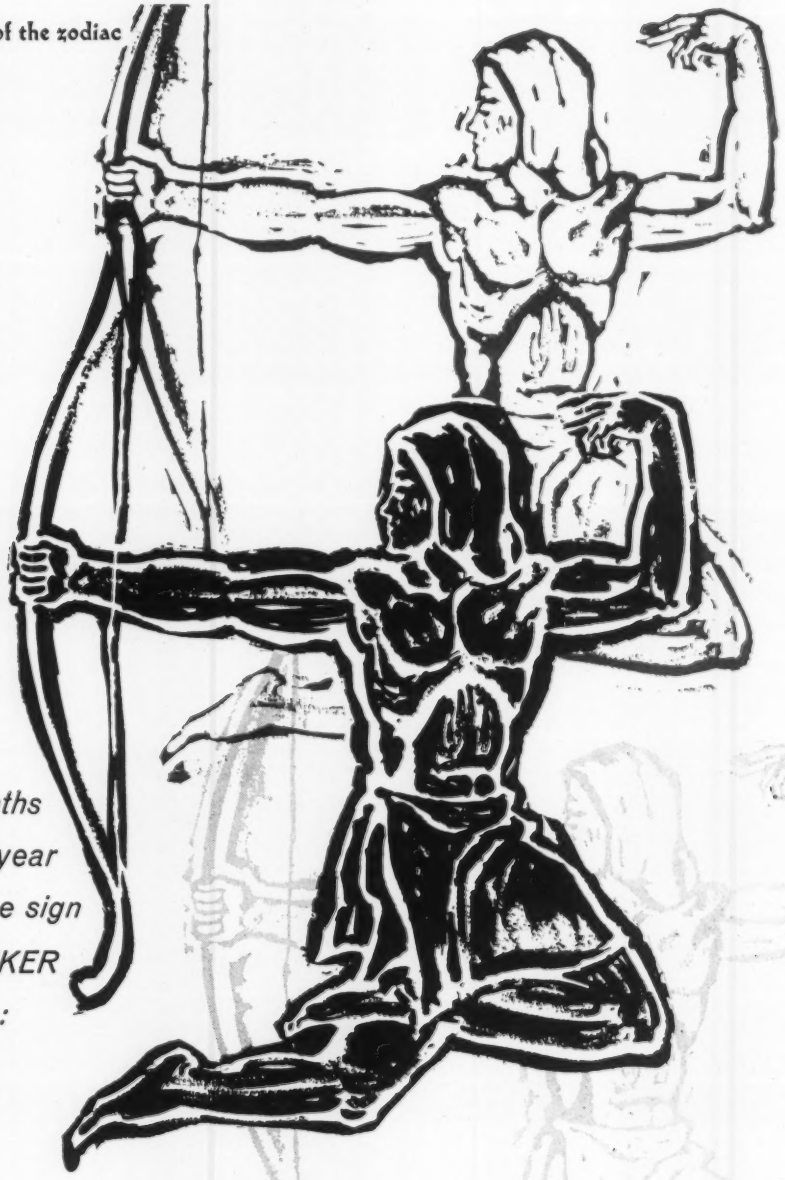
RADIO FOR FAMILY LIFE



AMERICA'S FIRST RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

twelfth in a series of 12 ads based on the signs of the zodiac



SAGITTARIUS

TALENTED

...and twelve months
out of every year
stations under the sign
of MEEKER
benefit by:

TALENTED touch of
"personalized selling."
We firmly believe the individual
station profits from the
extra sales effort available to a short list
of sound stations.
With competition becoming more intense
each salesman must know
and have time
to sell each station.

personalized
selling
of a
limited list

the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

Rorabaugh May Continue PIB Network Tv Reports

There may be a second "successor" to the Publishers Information Bureau's monthly tv network billings reports.

N. C. Rorabaugh Co., which compiles tv spot spending figures for Television Bureau of Advertising, is exploring plans for an "inexpensive" report virtually duplicating PIB's. The latter is being dropped at the end of this month.

The new Rorabaugh project would be in addition to the more elaborate report already announced by Leading National Advertisers, which compiled PIB's figures, and Broadcast Advertisers Reports [AT DEADLINE, Dec. 2, Nov. 11].

N. C. Rorabaugh confirmed last week that he had approached the three national tv networks with his plan. It calls for the networks to give him monthly figures on gross billings by advertiser. He would compile them into monthly reports which would be offered for sale to agencies but supplied free to the networks in return for their cooperation.

He made clear that no definite agreement has emerged yet from his talks with the networks and that their cooperation in furnishing figures is necessary if the venture is to succeed.

He said he felt there is a need for an "inexpensive" report similar to PIB's. Many agencies, he said, need that type of information but do not need the more extensive details contemplated in the LNA-BAR service. He estimated his service, if it materializes, would cost an agency about $600 a year. By comparison, cost of the LNA-BAR service ranges from $1,000 a year for agencies billing less than $1 million, to $6,000 a year for those billing over $60 million.

Mr. Rorabaugh said his plan called for the networks to submit their monthly figures through TvB, not to him as a private businessman. TvB then would retain him to prepare a monthly report for the Television Bureau, a la the quarterly reports he prepares on spot tv.

Mr. Rorabaugh said the report he envisions would be practically the same as PIB's, but with some refinements (listing of stations by call letters and cities, rather than by code, for example).

'Installment' Tv Programs Get Good Ratings, Audience—Nielsen

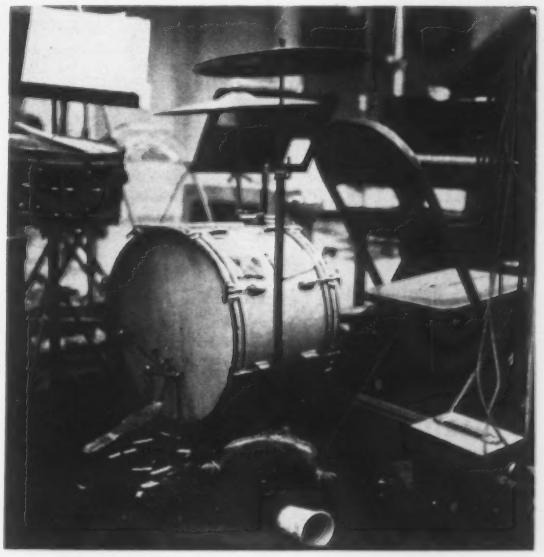
How well do network "installment tv" programs fare in terms of ratings and audience share?

Results of two case histories compiled by A. C. Nielsen Co. show that plays written specifically for installment presentation have served as audience-builders as distinguished from those wherein a novel is adapted full-scale to tv and presented by installments out of necessity.

The market research firm cited CBS-TV's *Studio One* drama, "The Defender," televised in two parts last March. The courtroom case drew a 25 rating and 37% audience share the first week and a 31 and 43% the second week, while subsequent broadcasts (two-week Nielsen Television Index averages of *Studio One*) garnered a 26 and 37%.

Nielsen also cited three weekly installments of "I Killed the Count" on the same network's *Alfred Hitchcock Presents* last spring. The results: first chapter, a 36 and 54% audience share; second, 37 and 55%; third, 42 and 60%, and subsequent telecasts (again two-week NTI averages) a 31 and 49%.

"Any tv programming device which helps to build ratings from an already high level of 36% progressively up to 42% is worth looking into, especially when share against competition jumps from 50% to 60%," the December *Nielsen Newscast* points out.



Where There's Life . . .

An all-night recording session in stereophonic sound—that was the pace set by D'Arcy Adv. Co. and its client, Anheuser-Busch, for production of the new 1958 Budweiser radio-tv commercials at Universal Recording Studios, Chicago.

Stereophonic sound tapes were utilized for the first time at the session which started at 7 p.m. one Friday and ended at 7 a.m. Saturday. Bob Johnson, head of D'Arcy's creative radio-tv department, recorded seven one-minute, five 20-second and four 10-second musical spots which he wrote and produced, stop-watching the recording crew during the 14-hour session.

For the commercials, Mr. Johnson used a 17-man group and five vocalists. Russ Davis, KSD-AM-TV St. Louis, was arranger and musical director; Frank Babcock, WGN-TV Chicago, handled the announcing.

The Budweiser "Where there's life" spots were among the top radio commercials selected by the Radio Advertising Bureau for both 1956 and 1957.

The 1958 commercials will concentrate on various jazz tempos, featuring instrumentals and full vocals as distinguished from the 22 variations this past year from slow waltz to country and calypso.

When finally set for spot radio use, the commercials are expected to represent well over the present outlay of $2.5 million in overall billings during 1958. (The current campaign is running on 300 stations in 178 markets.) Anheuser-Busch has earmarked over $12 million for total advertising next year, with "continued widespread use of spot radio and television"—probably well over $4 million by the year's end [AT DEADLINE, Oct. 7].

Next year's Budweiser schedule calls for new live-action commercials as well as animations and special package promotion spots in tv to which recorded sound will be added. Live action shots will be handled by MPO Television Films, N. Y., animations by Sherman Glas Productions, Hollywood.

The entire radio-tv campaign will be integrated, as in the past, with print media and posters, through D'Arcy, with Harry W. Chesley Jr., D'Arcy president, supervising the account and John C. Macheca as account executive. D'Arcy also plans to record "Where there's life" music with tailored California lyrics for use at Anheuser-Busch's annual convention on the West Coast in January.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

DIVERSIFIED DEBUT • Diversified Drug Assoc., Newark, through Dunnan & Jeffrey, that city, planning major spot tv campaign in 70 markets starting late January to introduce new Tintstik hair cosmetic. Firm has budgeted $5 million for first two years for tv spot, currently is accepting bids on filming of commercials. Initial one-minute film was produced by Vidicam Productions, N. Y.

IN THE HOOP • Bristol-Myers Co. (Vitalis) and Carter Products Inc. (Rise instant shave), both N. Y., signed last week as first advertisers in NBC-TV's 1957-58 telecasts of Saturday afternoon professional basketball games (National Basketball Assn. contests). This is second-year association for both with NBA series. Bristol-Myers is sponsoring first two games and one-quarter of games on alternate weeks starting Jan. 4; Carter, one-quarter of three telecasts (Feb. 8, March 8 and 22). First game was Saturday. Agencies: Doherty, Clifford, Steers & Shenfield (Vitalis), and Sullivan, Stauffer, Colwell & Bayles (Rise), both N. Y.

RENEWAL PLUS • Gerber Products Co. (baby foods), Fremont, Mich., has renewed its sponsorship of *Captain Kangaroo* on CBS-TV (Mon.-Fri. 8-8:45 a.m.) for 52 weeks and doubled its participation in program. According to network, Gerber's action was stimulated by exceptional results from national premium offer. Agency: D'Arcy Adv., N. Y.

STANDARD BUY • Standard Oil Co. (Indiana) has increased its sports tv schedule with purchase of half-sponsorship of Big Ten basketball games on about 25 tv stations wired by Sports Network Inc. under broadcast budget now running at about $5 million. Petroleum company maintains fairly complete sports coverage (including pro hockey and football) in radio or tv, supplemented by standard weather-news shows and syndicated film strips in several markets as regional advertiser (in addition to annual All Star-Pro football classic on ABC-TV).

IT&T LINE • International Telephone & Telegraph Corp., N. Y., in its first use of network television, has signed to sponsor "The Lady From Philadelphia: Through Asia with Marian Anderson" on CBS-TV's *See It Now* Monday Dec. 30 (10-11 p.m.). Special film program will tell of Miss Anderson's experiences on her recent 40,000 mile tour through seven countries in southeast Asia. IT&T agency is J. M. Mathes Inc., N. Y.

ORDER INCREASE • Mutual announced last week that Colgate-Palmolive Co., N. Y., which had contracted for year-long schedule on network to start Jan. 2 [LEAD STORY, Dec. 2], has increased order by 33%. Colgate originally had signed for 390 five-minute sportscasts on weekday mornings for 52 weeks to advertise its men's shaving creams and toiletries and its toothpaste products, but order now is for 520 five-minute programs.

FORGING AHEAD • Isodine Pharmacal Corp., subsidiary of International Latex, N. Y., says it is moving ahead with a "powerful spot tv program in major markets" for its two sore throat preparations, Isodine gargle and Isodettes (antibiotic lozenge). Tv spot campaign, now underway, is aimed for cold season and will employ a total of 5,800 spots per week, all of which are part of International Latex Corp. tv barter deal with C&C Television Corp. Under that deal (made two summers ago), C&C pledged to deliver 10 announcements (minutes and 20-seconds) daily for seven days a week on 100 stations over a five-year period. In return, Latex reportedly agreed to pay C&C about $20 million. Reach, McClinton & Co., N. Y., is agency.

PRINCIPALS in the saturation deal that made Bristol-Myers Co., New York, the largest drug advertiser on NBC Radio are (l to r) Matthew J. Culligan, vice president in charge of the NBC Radio Network; Donald S. Frost, director of advertising, Bristol-Myers Products Div.; Lee Bristol Jr., director of public relations for the division, and William K. McDaniel, vice president of NBC Radio Network sales. The 52-week schedule, placed for Trushay hand lotion by BBDO, starts Jan. 6. It calls for 460 one-minute and 459 half-minute announcements on various network programs.

MILESTONE NEWS • Metropolitan Life Insurance Co., N. Y., Jan. 1 enters its 11th year of sponsorship of *David Vaile News* (Mon.-Fri. 8:15-8:30 a.m. PST) on CRPN. Young & Rubicam, N. Y., placed 52-week renewal.

IN THE RUNNING • Union Oil Co., Los Angeles, through Young & Rubicam, will sponsor 11 feature races from Santa Anita over KNXT Los Angeles and 15 CTPN stations. Races will be seen each Saturday afternoon from Dec. 28 through Mar. 8, 1958.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 17, 24 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Dec. 20 (7:30-9 p.m.) *Du Pont Show of the Month,* Du Pont through BBDO.

Dec. 23 (10-11 p.m.) *High Adventure* with Lowell Thomas, Delco Div. of General Motors through Campbell-Ewald.

NBC-TV

Dec. 16-20, 23-25 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Dec. 17-20, 24, 25 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Dec. 16, 23 (7:30-8 p.m.) *The Price Is Right,* RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Dec. 17 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 18, 25 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Dec. 19 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Dec. 19 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Dec. 21 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Dec. 21 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco Co. through BBDO.

Dec. 22 (2:30-4 p.m.) *Assignment Southeast Asia,* sustaining.

Dec. 22 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

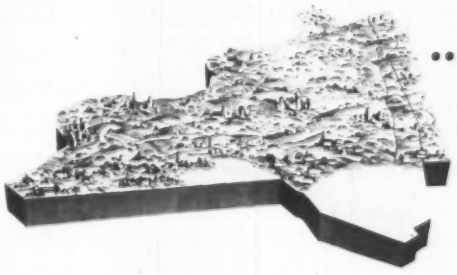
Dec. 22 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 24 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Their Products Vary

Their Products Vary

American Tobacco Company
B. T. Babbitt, Inc.
Beech-Nut Life Savers, Inc.
Campbell Soup Company
Chrysler Corporation
Curtis Publishing Company
Empire State Pickling Company
Ford Motor Company
General Cigar Company
General Foods Corp.
General Mills, Inc.
General Motors Corp.
Genessee Brewing Company, Inc.
Thomas Leeming & Co., Inc.
Lever Brothers Company
Liggett & Myers Tobacco Company
P. Lorillard Company
C. F. Mueller Company
National Carbon Company
New York Telephone Company
R. J. Reynolds Tobacco Company
Salada Tea Company, Inc.
Sinclair Refining Company
Standard Brands, Inc.
Sterling Drug, Inc.
The Texas Company
Tidewater Oil Company



...But they all use the Big Four to sell Rich Upstate New York!

These companies want the best advertising buy available. And they get it in Upstate New York with the Big Four Radio Stations. They—and others more varied yet—are blanketing 88% of this area with effective selling messages . . . delivered economically and conveniently on the Big Four.

You can do the same!

Alfred Politz Research, Inc. has produced a thorough analysis of this strategic market—52 counties with a population of 3½ million adults. A tremendous buy for numbers alone, the Big Four stations also stand out by the extraordinary *listener-respect* they have earned . . . the audience hears and *heeds*.

Documentation of the power and impact of the Big Four is available to advertisers and their agencies in a quick, revealing presentation. Just make a date with any Christal office.

HERE'S WHAT TYPICAL BUDGETS WILL BUY ON THE BIG FOUR STATIONS

$18,000 . . . . *15 one-minute selling messages weekly for 10 weeks.*

$38,000 . . . *15 one-minute and 10 twenty-second announcements weekly for 15 weeks.*

$54,000 . . . *30 one-minute announcements weekly for 20 weeks.*

$85,000 . . . *5 quarter-hour newscasts weekly, including all costs, for 52 weeks.*

The Big Four is the Big Buy

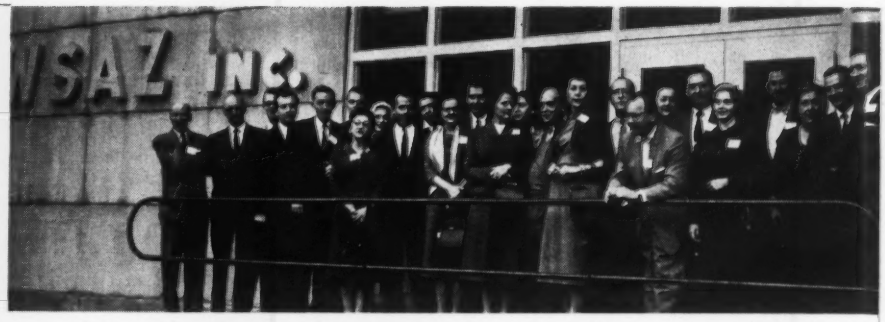
WBEN • WHAM • WGY • WSYR

BUFFALO ROCHESTER SCHENECTADY SYRACUSE

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA



THE old and the new were features of a junket for New York agency executives hosted by WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.). Arriving in Charleston, W. Va., the 28 junketeers took a bus tour through the industrial area of South Charleston, saw a closed-circuit broadcast covering WSAZ-TV facilities and programming, and toured the station's studios.

The junket also got a touch of the past with a steamboat trip up and down the Ohio and a tour of the Blenko Glass factory, where the visitors saw workers practicing the age-old art of glassblowing. Social sidelights were a country club luncheon and a dinner at the home of Lawrence H. (Bud) Rogers II, president of WSAZ Inc.

On the Dec. 6 tour were (l to r) C. Tom Garten, commercial manager of WSAZ-TV; Jack Williams, station merchandising manager; George A. Greenwood, WSAZ-TV promotion director; Charles Buccieri, Ted Bates; Tom Comerford, Young & Rubicam; Paul Reardon, Ted Bates; Ann Janowicz, Ogilvy, Benson & Mather; Jane Podester, McCann-Erickson; Mr. Rogers; Leonard Soglio, Ted Bates; Lorraine Ruggiero, Y&R; M. T. Membrado, The Katz Agency, station representative; Marie Mooney, Y&R; Joan Stark, Grey Adv.; Frank Silvernail, BBDO; Kay Brown, Y&R; Ray Jones, Y&R; Scott Donahue, Katz; Elenor Scanlon, BBDO; Ed Kirschner, Ted Bates; Jackie Moore, BBDO; Robert E. White, WSAZ-TV local sales manager; Gertrude Scanlon, BBDO; Russell Young, Y&R, and Ned Gayster, Ted Bates. Missing when the picture was taken were Dorothy Houghey, Grey Adv., and O. T. Blackwell of The Katz Agency.

Movie Groups Plan to Buy $750,000 in Radio Time

Radio advertising, which was tasted this past summer in a joint campaign by Motion Picture Assn. of America and Theatre Owners of America, will account for roughly 25% of the two associations' first institutional advertising budget during 1958, it was learned last week.

Though a formal budget remains to be worked out, officials of the advertising and publicity committee representing both MPAA and TOA last week met in New York to discuss a possible $3 million ad budget to promote its recently-implemented institutional theme: "Get More Out of Life—Go Out to a Movie!" It is understood that while radio will probably get approximately $750,000, television advertising for the time being is not being considered. However, MPAA-TOA officials declare that it, too, may share in the $3 million plum.

Interestingly, the radio allocation owes little to the eight-week tests in Rochester, N. Y., and Denver [ADVERTISERS & AGENCIES, July 8], since, to quote one MPAA official, "They didn't exactly start a stampede in the direction of the box office." However, Paul Lazarus Jr., advertising vice president of Columbia Pictures Corp. and chairman of the joint MPAA-TOA advertising-publicity committee, declared that the facts gathered during the tests [ADVERTISERS & AGENCIES, Nov. 4] were "of minor benefit."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,717,000 people in the U. S. over 12 years of age during the week Dec. 1-7. This is how they spent their time:

70.3%	(86,973,000) spent	1,976.2 million hours	WATCHING TELEVISION
57.1%	(70,642,000) spent	982.6 million hours	LISTENING TO RADIO
80.9%	(100,087,000) spent	408.6 million hours	READING NEWSPAPERS
30.4%	(37,610,000) spent	178.2 million hours	READING MAGAZINES
26.2%	(32,414,000) spent	389.7 million hours	WATCHING MOVIES ON TV
26.4%	(32,662,000) spent	120.8 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 105,903,000 people over 12 years of age see tv (85.7% of the people in that age group); (2) 40,908,000 U. S. households with tv; (3) 44,959,000 tv sets in use in U. S.

CBS Radio Sales to Four Bring $1.9 Million Gross

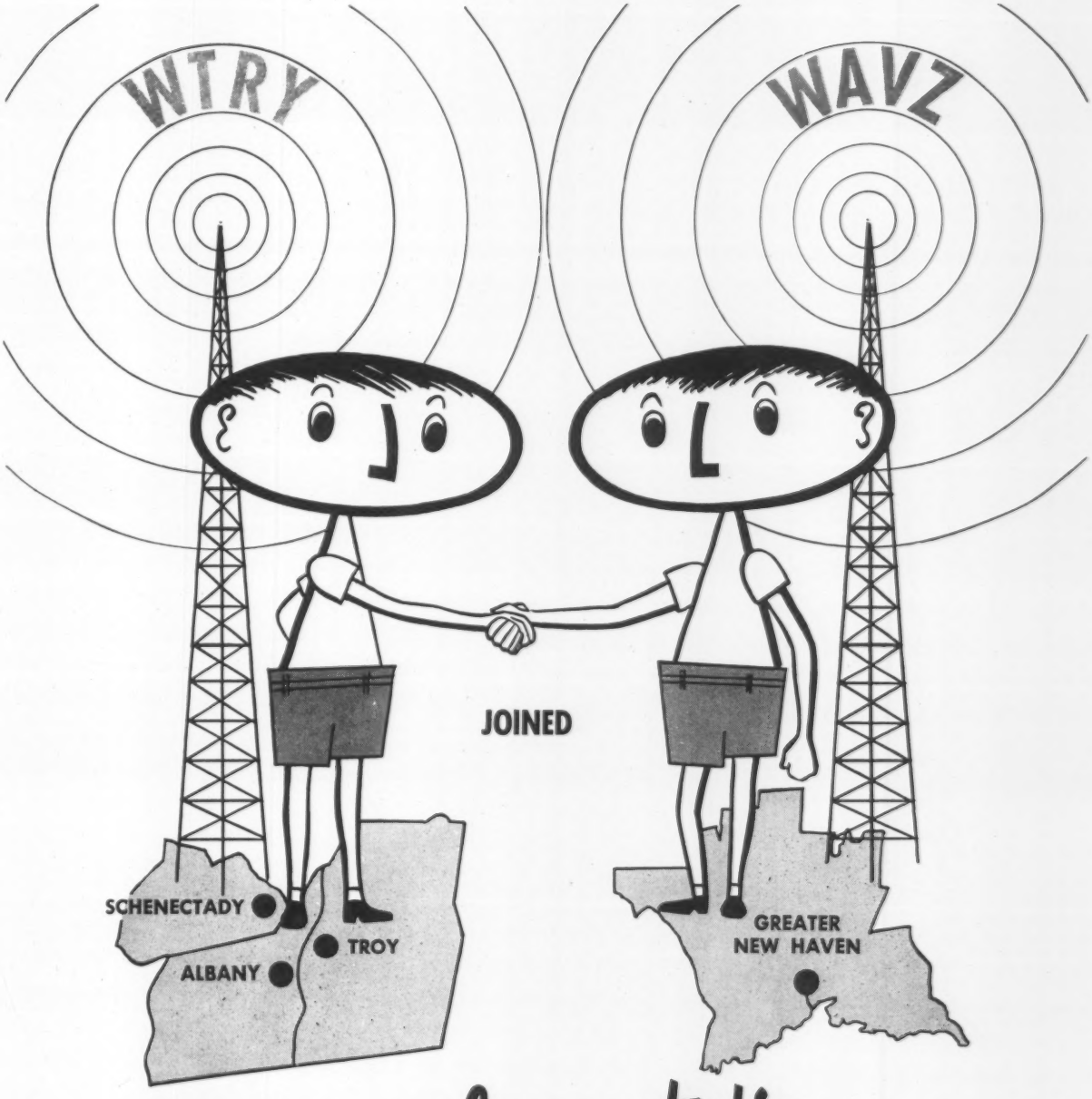
New business and renewals amounting to $1.9 million gross were signed by CBS Radio during the past week, according to an announcement today (Monday) by John Karol, network sales vice president.

Bristol-Myers Co., New York, through Doherty, Clifford, Steers & Shenfield, New York, has bought six 7½-minute units of daytime dramas weekly for 52 weeks, starting Jan. 2, and through Young & Rubicam, New York, the company has purchased six 5 minute newscasts weekly for three weeks, starting last Saturday. Milner Products Co. (household cleansers and other products), Jackson, Miss., through Gordon Best Co., Chicago, has bought five 7½-minute units of daytime dramas for 52 weeks, starting Jan. 6. Other advertisers signed are Cowles Magazines, through McCann-Erickson, New York for two 5-minute "Impact" segments later this month, and The White House Co., Harrison, N.J. (mail order records), for 35 minutes of *Great Moments in Music* yesterday (Sunday).

Three Named at Bristol-Myers

Election of Lee H. Bristol Sr., president of the Bristol-Myers Co., New York, as board chairman of the company was announced last week by Henry P. Bristol, former chairman, who continues as chairman of the executive committee. Frederic N. Schwartz, president of Bristol Labs, a subsidiary, was elected president of the parent company, succeeding Lee Bristol, and Robert B. Brown, president of the Bristol-Myers Product Div., was appointed executive vice president of the parent organization.

LEE BRISTOL SR.



Two fabulous stations...

In delivering DOWN TO EARTH understanding . . .

of what audiences want . . . how to move products for advertisers . . . how to lead communities for the benefit of the people who live in them.

Representatives: **WTRY**
John Blair & Co.

WAVZ
National: Hollingbery Co.
New England: Kettell-Carter

24 HOURS A DAY

WTRY | WAVZ

ALBANY • TROY • SCHENECTADY, N.Y. • NEW HAVEN, CONN

Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

Mark this market

on your list!

CENTRAL AND SOUTHERN ALABAMA is big. It's rich. It's important to you because it is the home of more than 1,000,000 people — one-third of Alabama's population and retail sales!

You reach Central and Southern Alabama *only* through WSFA-TV. You cannot cover it with any other TV station or combination of stations!

Mark Central and Southern Alabama on your list . . . and *buy* it with WSFA-TV!

WSFA-TV's 35 Alabama counties *

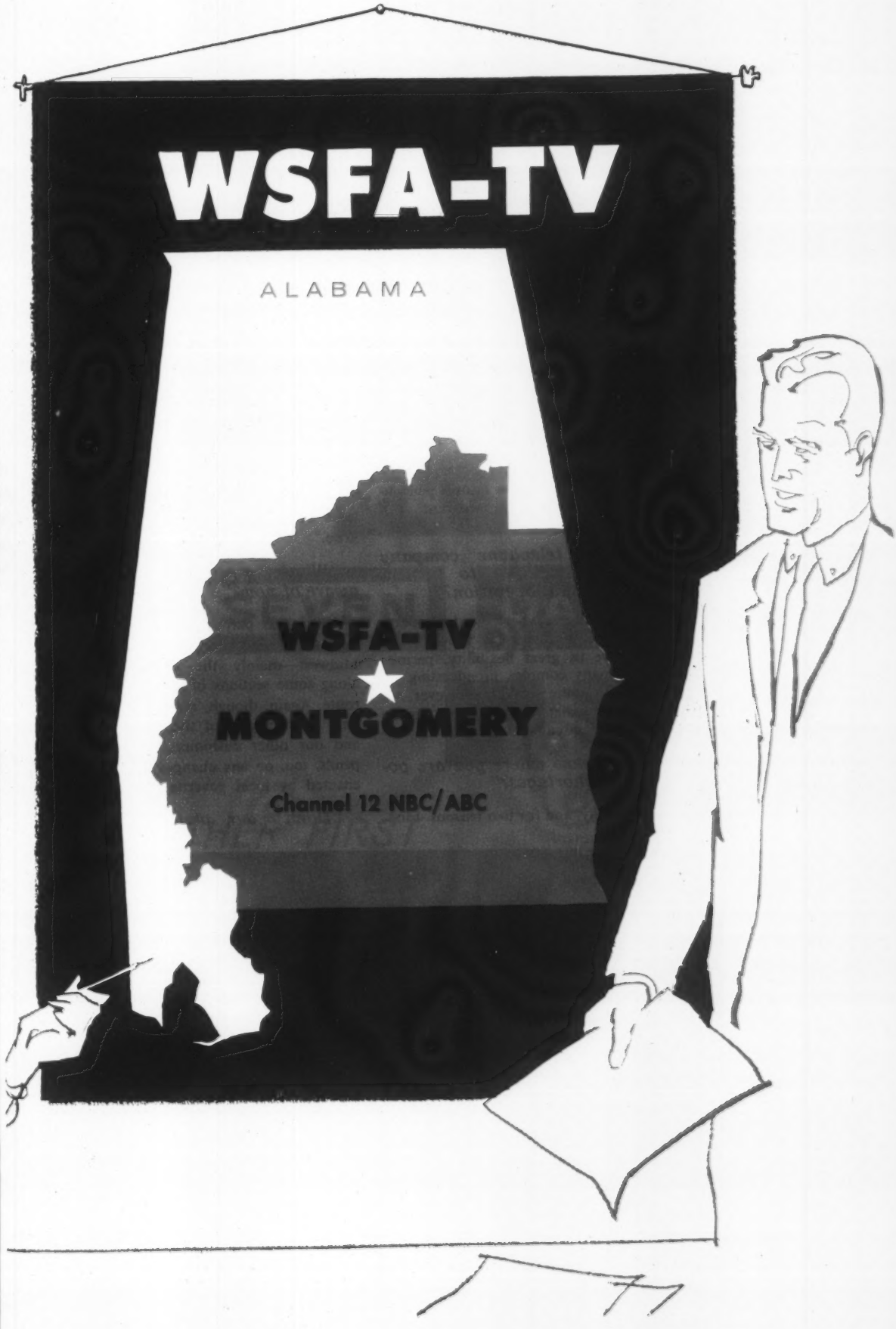
Population	1,093,1
Retail Sales	$ 741,637,0
Food Store Sales	$ 184,927,0
Drug Store Sales	$ 21,859,0
Effective Buying Income	$1,062,690,0

** Does not include 3 Georgia and 3 Florida bonus counties*

Source: Sales Management Survey of Buying Pow May 1957.

The WKY Television System, Inc.
WKY-TV and WKY Oklahoma City
WTVT Tampa-St. Petersburg

Represented by the Katz Agency


WSFA-TV
ALABAMA
WSFA-TV
★
MONTGOMERY
Channel 12 NBC/ABC

WILL THE LONG LINES BE READY?

- **It depends. That's AT&T's position on DST problem**
- **Outlook is for some shortages when summer snarl hits**

Officials said last week it was "doubtful" that American Telephone & Telegraph Co. would be able to satisfy the precise wishes of all its long-lines customers during next year's Daylight Saving Time months.

The question had been brought to the forefront by negotiations of a group of NBC-TV affiliates with AT&T. The telephone company originally had indicated it lacked enough circuits to carry videotaped delayed programming to certain east and midwest affiliates who will remain on Standard Time [STATIONS, Nov. 25, *et seq.*]. But after a final meeting two weeks ago the stations said they were assured that AT&T would use "new microwave techniques" to provide the service [NETWORKS, Dec. 9].

Although this trouble spot appeared to be cleared up, AT&T indicated that others might develop. But the company pointed out that the exact situation cannot be known until Jan. 27, deadline for networks and other customers to file their firm requirements for the summer. DST starts at the end of April.

In an effort to clarify the situation as much as possible, BROADCASTING and AT&T developed the following question-and-answer interview with James E. Dingman, director of operations, Long Lines Dept. of AT&T:

"Is it true that AT&T will not have enough facilities to meet the requirements of network broadcasting companies next summer?"

"I don't like to give 'yes' or 'no' answers, as it's not that simple. First, let me state the problem:

"When the nation is on Standard Time, we are able to meet the needs of the major network broadcasters as well as other customers. During the summer months, some cities within states and some states go to Daylight Saving Time—some do not.

"It is this mixture within an area that creates the biggest problem for the local stations, the network broadcaster and ultimately the telephone company.

"The fact that some cities in a given area do not change to Daylight Saving Time means that live programs may arrive at these cities at a time that is inconvenient for the local station from a commercial point of view. In other words, the local station air time for a popular network show usually occurs too early for what the sponsor considers good audience potential."

"How can this be overcome?"

"To overcome it, as you know, the broadcasters have proposed recording and rebroadcasting the program at the desired time. This is the way it works:

"At 8 o'clock Daylight Saving Time, Station A is broadcasting a live program received from New York. At Station B in an adjacent city it's only 7 o'clock (still Standard Time), which B considers too early for the network show. B then airs a local show while the network program is recorded in, say, Chicago. During the next hour, Station A gets another live program and B broadcasts the recorded program transmitted from Chicago.

"In order to carry out this plan, however, the broadcaster needs two channels going into the same general area at the same time—one for the recorded program and one for the live programs."

"This means a doubling of facilities?"

"That's right. It means that the telephone company would have to furnish duplicate facilities on the big backbone routes."

"The local channels are not affected?"

"No, because the station is only able to receive and broadcast one program at a time."

"Does the telephone company have enough facilities to furnish channels for dual operation?"

"Much depends on where the dual operation is desired. Our network, which is designed to give us great flexibility, permits us to meet many complex broadcasting requirements. In some sections, however, we would not immediately be able to double the number of circuits in use."

"Do you know where you are going to have shortages?"

"Not precisely, and for two reasons. First, the networks and our other customers have until Jan. 27, 1958, to put their firm requirements into our hands. Once we study and process these we'll know where we stand.

"Then, too, we have been looking at the results of an intensive study of facilities that we were engaged in for some time."

"What sort of study?"

"We have tried to visualize what the maximum customer requirements may be and to what extent channels will be available to meet these requirements. The next step is to shape plans to overcome whatever shortages develop."

"Are you going to be able to give everybody everything he wants during next year's DST months?"

"Based on the information we now have, it's doubtful it will be physically possible to come up with precisely what everyone would like to have by April of 1958. We are hard at work, however, and we'll be doing our level best to meet whatever requirements arise."

"What shortages for 1958 are you aware of now?"

"As far as playbacks are concerned, we know we'll need additional channels for the Midwest—mainly the Ohio Valley—and along some sections of the transcontinental route. Again, though, much depends on the final requirements of the regular networks and our other customers. And much depends, too, on any changes in time settings enacted by local governments."

"Don't your plans include the

AS the *Voice of Firestone* turned 30, New Yorkers turned out for the anniversary party. Harvey Firestone Jr. (2nd from left), chairman of the board of Firestone Tire & Rubber Co., accepts congratulations from (l to r) Edward J. Noble, member of the board of American Broadcasting-Paramount Theatres; Metropolitan Opera star Rise Stevens, hostess at the party, and Leonard H. Goldenson, president of AB-PT. The *Voice*, now seen on ABC-TV, was on both radio and tv until this year.

WPEN

IS PHILADELPHIA'S FIRST STATION TO PROGRAM ITS ENTERTAINERS SEVEN DAYS A WEEK

ANOTHER FIRST
FOR PHILADELPHIA'S
**FIRST STATION*

YOU CAN BUY THESE PERSONALITIES *MONDAY THRU SUNDAY*

Jack O'Reilly
5:00—9:00 A.M.
Monday thru Saturday
6:00—8:00 A.M.
Sundays

Red Benson
10:00 A.M.—1:00 P.M.
Monday thru Sunday

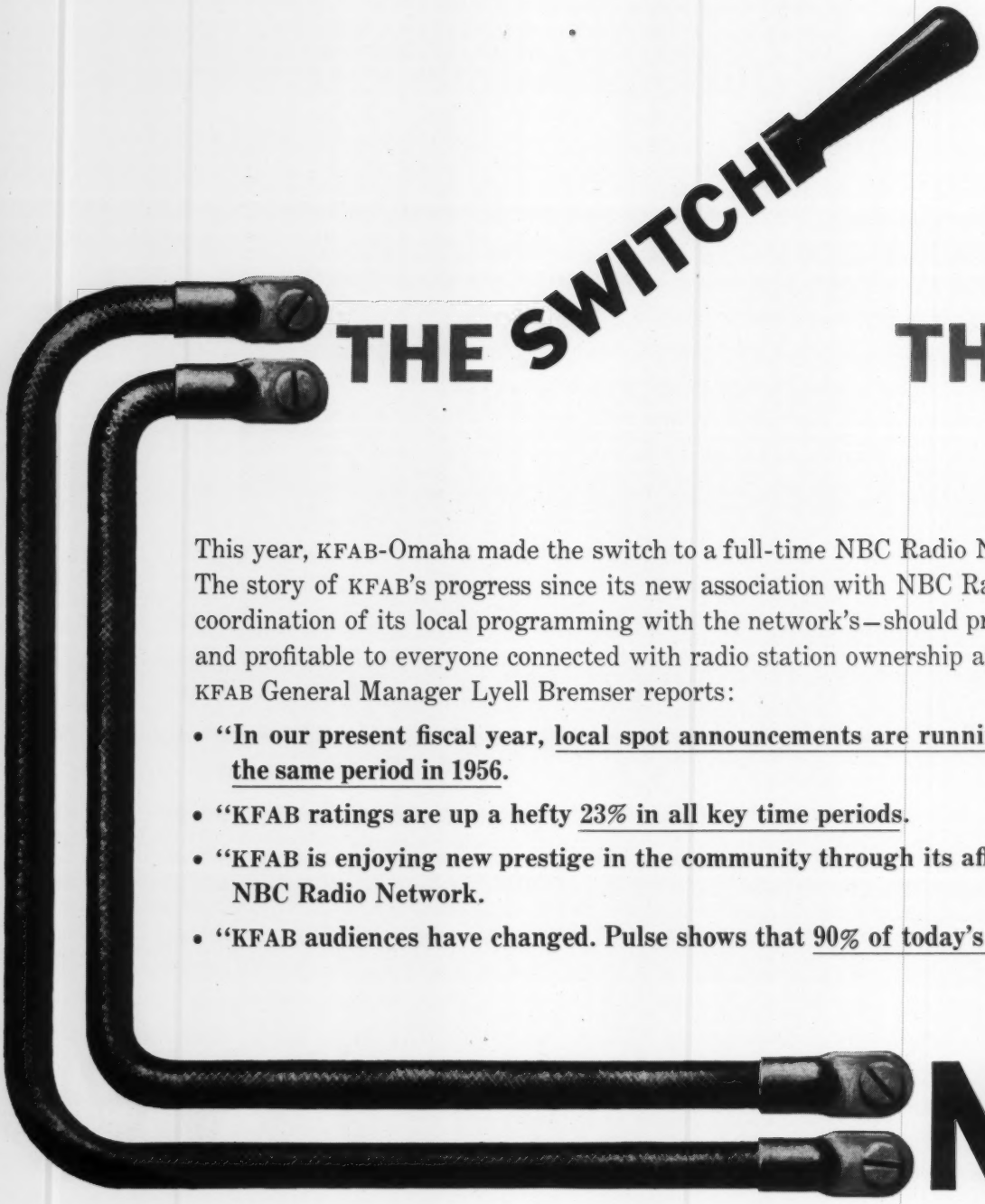
Mac McGuire
1:00—3:00 P.M.
Monday thru Saturday
1:00—7:00 P.M.
Sundays

Frank Ford
11:00 P.M.—2:00 A.M.
Monday thru Sunday

WPEN

**March thru October*

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*



THE SWITCH THAT WOR

This year, KFAB-Omaha made the switch to a full-time NBC Radio Network affiliate. The story of KFAB's progress since its new association with NBC Radio—and KFAB's coordination of its local programming with the network's—should prove enlightening and profitable to everyone connected with radio station ownership and management. KFAB General Manager Lyell Bremser reports:

- **"In our present fiscal year, local spot announcements are running 89% ahead of the same period in 1956.**
- **"KFAB ratings are up a hefty 23% in all key time periods.**
- **"KFAB is enjoying new prestige in the community through its affiliation with the NBC Radio Network.**
- **"KFAB audiences have changed. Pulse shows that 90% of today's KFAB audiences**

NBC R

ORKED WONDERS FOR RADIO STATION KFAB OMAHA, NEBRASKA

are adults—with adult buying power. And KFAB advertisers are reaping the benefits.

"The Division Manager of Skelly Oil says, 'I am convinced that KFAB's new program structure attracts a quality audience . . . an audience that will buy our merchandise.'

"The Advertising Manager of Kilpatrick's Department Store states, 'KFAB has the kind of audience—the adult audience—Kilpatrick's wants to reach.'

"And from the General Manager of Mid-America Appliance Corp., 'KFAB, with a good balance of strong local programming and NBC Network programming, makes an easy-to-listen-to selling program format during the entire day.'"

These KFAB successes are typical of what happens when a station programs local adult-appeal attractions phased in with the vast entertainment, news and service features of the . . .

RADIO NETWORK

building of new facilities and, if so, how long will it take?"

"As I said earlier, it's too early to make a flat statement as to what can or cannot be done for 1958. If the networks stick to the idea of dual operation and if new construction is necessary, as we now believe, we may be able to complete some construction by mid-summer and possibly earlier in some sections.

"As far as 1959 is concerned, let me reiterate that we wouldn't need any new construction in some sections if all areas switched to Daylight Saving Time. On the other hand, if we have the same local time mixture in 1959 that we have in 1958, we should be able to complete whatever new construction is needed to meet requirements. As a matter of fact, we're planning to add 15,000 miles of channels to our tv network by the spring of 1959."

"With regard to the construction program, where are these facilities going to be built?"

"It's a big program, as you can see, and it contemplates building channels in virtually every section of the country. As in the past, we expect to give the broadcasting industry the best kind of service possible. Our record should allay any doubts or fears about our willingness or ability to meet a customer's requirements, assuming, of course, that they are feasible."

"Just what is your 'record'?"

"In nine years—a relatively short period—the Bell System has built 77,000 miles of tv channels that can be used to interconnect more than 500 stations in almost every state in the union. This system cost over $250 million, which is roughly equal to the entire tv industry investment in broadcasting stations."

"If all tv stations had their own recording equipment, would the extra facilities be needed during the Daylight Saving period?"

"We don't know for sure but it would surely change the pattern of need. As a matter of fact, it probably would eliminate it."

"Assuming that some of your tv channels were to become idle, what would you do with them?"

"On the backbone routes—and that's where most of the playback channels are needed—we would, of course, make plans to use the channels for other services. In an extreme situation, however, we could dismantle the amplifying equipment and try to use it somewhere else."

"Have you anything to add?"

"Only this: to build extra facilities takes time, manpower and a good deal of money. Before we proceed, we have to be reasonably certain the need for these facilities will be constant—that they will not become idle after they are built. The rate of return from network operations is still inadequate.

"However, the telephone companies have adjusted to changes in requirements in the past—the rapid re-equipping of our channels to handle color tv is a good example. We are confident we shall again be able to meet such challenges to the management of our business."

ABC-TV NARROWS GAP IN OCTOBER

ABC-TV is showing up stronger in the billings column this season. Not unexpectedly, the network, which has buttressed its programming and sales, had a total of $8,093,724 in gross time charges for the month of October, its highest month of the year.

While ABC-TV jumped nearly $2.4 million in October from September's gross billing, not all the network's business was on the books, some sponsored evening shows having starting dates late that month. The October total was 17.7% above ABC-TV's billing for the same month last year.

CBS-TV and NBC-TV also gained, 9.2% for Columbia and 3.5% for National. In the 10 months, January-October, ABC-TV was up 4.7%, CBS-TV 6.8% and NBC-TV 2.3%, for a gain in all network tv time charges (at gross rates) of 4.8%.

Total billing in October for the networks: a little over $49.2 million, a rise of 8.2%; for the 10 months, $418,394,205. October also was the highest month of the year in billing for CBS-TV and NBC-TV, the networks respectively chalking up about $22.3 million and $18.7 million. CBS-TV and NBC-TV both were more than $2 million above their billing level of any previous month in 1957.

The figures as released last week by Publishers Information Bureau:

1956-1957 COMPARISON

	October 1957	October 1956	% Change	Jan.-Oct. 1957	Jan.-Oct. 1956	% Change
ABC-TV	$ 8,093,724	$ 6,878,183	+17.7	$ 66,376,706	$ 63,407,570	+4.7
CBS-TV	22,335,986	20,446,755	+ 9.2	195,811,480	183,258,519	+6.8
NBC-TV	18,771,696	18,142,005	+ 3.5	156,206,019	152,661,346	+2.3
	$49,201,406	$45,466,943	+ 8.2	$418,394,205	$399,327,435	+4.8

1957 TOTALS TO DATE

January	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
August	6,134,380	18,240,823	14,473,677	38,848,880
September	5,704,888	19,935,115*	15,286,270*	40,926,273
October	8,093,724	22,335,986	18,771,696	49,201,406
	$66,376,706	$195,811,480	$156,206,019	$418,394,205

*Revised as of December 10, 1957

Seven Metropolitan Members Named to MBS Affiliates Group

Seven new metropolitan-market area representatives on the MBS Affiliates Advisory Committee have been elected by the network's 460 affiliates, according to Charles King, director of station relations. They will serve for two years. Non-metropolitan market representatives to the 14-member MAAC were elected in the fall of 1956.

Newly elected are Thomas F. McNulty, president of WWIN Baltimore, to represent stations in District I, comprising Northeast and Mid-Atlantic states; Carter C. Peterson, president, WCCP Savannah, Charles L. Harris, vice president and general manager, WGRC Louisville, and Carl Junker, program manager, WTPS New Orleans, representing Districts II, III and IV (South and Southeast), respectively; Robert Webber, station manager of KWDM Des Moines, to represent Midwest District V; Durwood Tucker, general manager, WRR Dallas, to represent District VI, covering the Southwest, and George Hatch, president, KALL Salt Lake City, to represent District VII, covering Rocky Mountain and west coast areas.

NBC Radio, KFAB Join To Plug Affiliation

A radio affiliate crowing publicly about its network affiliation—that's today's departure from the trend which up to now made it seem fashionable for an affiliate to go independent.

NBC Radio has placed ads in today's (Monday's) *Wall Street Journal* and in BROADCASTING to cite the gains that KFAB Omaha attributes to its tying in with NBC.

MR. BREMSER

The ad notes that KFAB became a full-time NBC affiliate this year and quotes General Manager Lyell Bremser as saying:

"In our present fiscal year, local spot announcements are running 89% ahead of the same period in 1956.

"KFAB ratings are up a hefty 23% in all key time periods.

"KFAB is enjoying new prestige in the community through its affiliation with the NBC Radio Network.

"KFAB audiences have changed. Pulse shows that 90% of today's KFAB audiences are adults—with adult buying power. And KFAB advertisers are reaping the benefits."

The ad also quotes advertisers in praise of KFAB-NBC programming and its "adult audience." Then it points out that "these

"but why should I have to sell my representative, too?"

Good question! Yet this station manager—with a well-established TV outlet in a good market—faces a problem confronting more and more television operators today.

Competition for the TV advertising dollar is understandable. It demands hard selling. But competition to get a fair share of your representative's attention.. competition with a host of *other* stations on his list.. simply *doesn't* make sense.

You shouldn't have to sell your representative on performing his job fully. And with *specialized* representation, you don't. There's no routine, no "production line" formula when you're one of the quality stations on Harrington, Righter and Parsons' limited list. Your representation is tailored to your station's distinctive merits by people who specialize only in the television medium. Caliber TV stations like those below don't want to be one of the pack. With us, they never are!

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

W-TEN *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

KFAB successes are typical of what happens when a station programs local adult-appeal attractions phased in with the vast entertainment, news and service features of the NBC Radio Network." KFAB's progress as an affiliate, the ad also asserts, "should prove enlightening and profitable to everyone connected with radio station ownership and management."

Actually, KFAB has been an affiliate of NBC since mid-1955, but it switched over to full-time affiliation early this year and, under Mr. Bremser's management, began to tie its own programming more closely to that of the network. NBC officials say the station currently carries about 90% of the network schedule.

During the early morning KFAB programs mainly for men, gradually switching its target to women between 9 and 10 a.m. Then it picks up NBC's *My True Story* and *Bandstand* till noon and follows these with a two-hour musical block until NBC's drama periods resume at 2 p.m. At night KFAB programming consists largely of NBC shows, interrupted for important local news bulletins and with weather, news, etc., at the half-hour. The station also started editorializing on community problems about four months ago and has adopted the slogan (relating to NBC's hourly newscasts and its own service programs on the half-hour), "good news on the hour and service at 30."

Meanwhile, Mr. Bremser and Raymond H. Sawyer, secretary of May Broadcasting Co. (KMA Shenandoah, Iowa; 75% of KMTV [TV] Omaha), were elected vice presidents of KFAB Broadcasting Co. at a meeting last week. Re-elected were Joe W. Seacrest, president; Walter W. White, executive vice president; Edward W. May, J. D. Rankin and Fred Seacrest, vice presidents, and Owen W. Saddler, executive vice president-general manager of KMTV and secretary-treasurer of KMA. Mr. May is president of KMA.

Lee P. Loomis is on the boards of KFAB Broadcasting, May Broadcasting and Journal Star Printing Co., all holding interests in KFAB. Central Broadcasting Co. (WOC-AM-TV Davenport and WHO-AM-TV Des Moines) holds the remaining 25% of KMTV.

AB-PT General Counsel Resigns

The resignation of Herbert B. Lazarus as vice president, secretary and general counsel of American Broadcasting-Paramount Theatres Inc., effective Dec. 31, was announced last week by Leonard H. Goldenson, AB-PT president. Mr. Lazarus, who plans to engage in general law practice, has been associated with AB-PT and its predecessor movie companies for nearly 25 years.

It's Now Called CBS News

Effective immediately, CBS News & Public Affairs Div. is cutting its title to simply CBS News. The change, in the interest of "quicker identification and more effective advertising," was announced last week by Sig Mickelson, vice president in charge of the division, who also stated that its present structure will not be affected.

FILM

ROACH TICKS OFF PROFITS IN TV

- **Financial data unveiled to brokers for public stock sale**
- **Big returns from network and syndicated films cited**

Some time this week, Hal Roach Productions Inc., part of a 38-year-old, family-held corporation passed down from father to son, will follow the example set last year by Ford Motor Co. by issuing its first publicly-held stock. The underwriting firm is S. D. Fuller & Co., a New York brokerage house. In an effort to "educate" Wall Streeters to thinking more in terms of investing in tv film companies, Hal Roach Jr. flew east from California last week to address some 50 brokers at New York's exclusive Lunch Club in the financial district.

In doing so, Mr. Roach and Fuller & Co. lifted the wraps off the intricate financial mechanisms inside the Roach studio operation and revealed for the first time how much the firm has made from both nationally sponsored network and syndicated properties.

HRP, a Delaware corporation, was organized last May. On Aug. 8, the firm—embodying no less than nine separate independent tv production firms all controlled in one way or another by Mr. Roach—merged with Hal Roach Studios, a California corporation, pending sale of the stock now being offered. Until the sale of securities now to be sold is finalized, the tv production firm will have only "nominal" assets and liabilities. Upon consummation of merger, the 100 shares of Hal Roach Studios (book value: $188,596), now owned wholly by Mr. Roach Jr., will cease to exist. In their place, Mr. Roach will accept slightly over a million shares of Class B capital stock of Hal Roach Productions, which after the public offering is sold, will have a book value of $792,600, constituting approximately 74% of the company's outstanding voting securities. Within five years, Mr. Roach may convert these into common stock of the new firm.

The tv production company has been turning out television films since 1949. In March 1955, Mr. Roach Jr. bought out his father's Hal Roach Studios and with it some 1,115 theatrical films going back as far as 1919 and some of which are still being shown today on tv; for example, Laurel & Hardy shorts, "Our Gang," etc.

Mr. Roach told the assembly of brokers that his sphere of business can be divided into five parts: (1) production of such network tv series as *The Gale Storm Show* and *Telephone Time*, (2) syndication of such series as *Public Defender*, (3) production of tv commercials (which represented 23% of the Roach gross revenue in the 1957 fiscal year ending last August), (4) renting of studio facilities to outside producers of such non-Roach programs as *You Are There*, *Life of Riley* and *The Great Gildersleeve*, and (5) licensing of the motion picture library picked up in 1955.

"We are essentially a canning factory," Mr. Roach said, "canners of some very valuable property." While privately confessing his enthusiasm about live tv, Mr. Roach minced few words in talking to the facts-and-dollars-conscious brokers. "Filmed properties are considerably better valued than live, since they can be shown time and time again, and each showing guarantees an additional income," he said. As such, the Roach "canning factory" has "non-book assets" of $9 million, Mr. Roach went on. Even films made as far back as 1919 are still capable of working for "us," he said. Mr. Roach cited a new feature titled "The Golden Age of Comedy" that first will play in motion picture theatres, then will be syndicated to stations. This is an anthology of the top early comedy shorts, many preceding the "talkie era."

His outlook for 1958 is "very bright." He said that the first of the 1958 fiscal year that began Sept. 1 already has shown a $75-80,000 profit after taxes. He said his firm plans to take full advantage of the "recent realization" that just because a film series has played one station in a multi-station market "there's no reason why it shouldn't find an altogether new audience on another channel." What is more, Mr. Roach noted, a syndicated property shown on station XYZ in the evening can find a "completely different audience" watching the show during the daytime on that same station. "Add to this the growing importance of the foreign tv film market," Mr. Roach went on, "and you have the makings of a potentially prosperous year."

Before throwing the meeting open to questions—and there were many—Mr. Roach declared: "Our business is the sort where large chunks of money can come in most anytime and from the most unexpected sources."

Some of the attending brokers wondered whether this is not an "inopportune" time in which to float a new stock issue (375,000 shares of common at $3 a share), with many Wall Streeters expressing profound nervousness about the state of business. But Mr. Roach personally felt that the television business can only go one way—"up."

Since making its bow in television eight years ago, Mr. Roach's organization has produced 15 tv series. Currently seen on CBS-TV for Nestle Co. and Helene Curtis Industries is the *Gale Storm Show*, subtitled *Oh Susanna! Telephone Time*, sponsored by AT&T, was launched last year on CBS-TV and now is seen on ABC-TV. A third series was placed on network last season, *Blondie* (for Nestle and Toni Div., Gillette Co.), but alternate sponsors dropped out after the first 26 weeks and the series now is being syndicated by California National Productions, NBC subsidiary.

Roughly 45% of the company's gross earnings during the 1957 fiscal year came from sponsor payment for the production of the three network series. This is the breakdown:

The 76 Gale Storm programs con-

There is only one Sure Way to sell this

$2 Billion WSMpire

Here is a must market for any advertiser. But — there is only one medium capable of delivering all of it at a cost commensurate with the vast sales potential. The facts speak for themselves. How about

FARM MAGAZINES? Impossible. The leading farm magazine reaches less than 1/6 of the homes.

REGIONAL AND LOCAL RADIO? It takes 38 Tennessee, Alabama and Kentucky stations to approximate the WSM daytime audience, at almost 4 times WSM's cost.

NEWSPAPERS? The 14 daily newspapers in the WSMpire cost $894 for one 600 line insertion.

TELEVISION? WSM's daytime audience is far greater than that of the area's leading Television station, day or night.

The conclusion is inescapable.

Within the 81 County area of the $2 Billion WSMpire, WSM delivers 50% of the half-million homes on an average day. And WSM also delivers a bonus day-time audience outside the 81 County area which is even larger than the audience for which you pay.

There is a difference . . . it's W S M radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

tracted for last season, costing $43,375 per episode, accounted for $3.3 million, it was learned. The 26 *Blondie* strips at $27,500 per episode pulled in $715,000. The 30 *Telephone Time* programs produced through Passing Parade Films Inc., an affiliated company, accounted for approximately $1.4 million of gross income.

(This past year, too, Roach Productions turned out six as-yet-unsold pilot films that cost roughly $30-50,000 each. These include *Pulitzer Prize Playhouse, Jacques and Jill* with the husband-and-wife team of Robert Sterling and Ann Jeffreys of *Topper* fame; *The Joe Dimaggio Show, The Bette Davis Show; The Ben Blue Show,* and *Women of the West.* These and two others now are being screened by advertisers and agencies.)

In terms of syndication, for the 52 weeks that ended last Aug. 31, 16% of the company's gross revenue came from properties sold to stations and local advertisers. Among the properties it syndicates are 126 *My Little Margie* episodes (through Official Films); 130 *Trouble With Father* (formerly *Stu Erwin*) films (also through Official); 69 *Public Defender* episodes (through Interstate Tv); 98 *Racket Squad* shows (through ABC Filmed Syndication); 35 *Screen Directors Playhouse* programs (through RKO-General Teleradio); 12 *Charles Farrell* shows and 26 *Blondie* programs (both through California National Productions).

• *Margie,* contracted to run through 1962 on a syndicated basis, earned $2.7 million during its May 1952-April 1955 CBS-TV run and to date has earned an excess of $820,000 from syndication. *Racket Squad,* which made the company $1.5 million during its May 1951-October 1953 CBS-TV network exposure, since then has pulled in close to $2 million from syndication. After deduction of costs (production as well as studio overhead), *Margie* has earned $683,000 net profit before taxes and *Racket Squad* $2 million net profit before taxes.

• In the seven syndicated properties, Roach reportedly has a guaranteed income over the next few years of roughly $2.4 million, of which about $1.1 million was realized as of Aug. 31.

Mr. Roach and his underwriters point out, however, that in the cases of *Margie* and *Racket Squad* as well as other properties accounted for on his credit ledger, actual earnings are not fully reflected in the report made to the brokers because of prior commitments. Both series were produced before the organization of the present company. Furthermore, Mr. Roach sold a 50% interest in *Margie* to finance production costs; in the case of *Racket Squad,* he sold the distribution rights to Rabco Tv Productions Inc., a Roach-affiliated company that is owned jointly (50-50) by Roach and ABC Film Syndication Inc., AB-PT Division.

• Rabco during the 1957 fiscal year earned $63,431.74 for the Roach company from rental of studio facilities and "services" in connection with ABC Film Syndication's *Code 3.* In addition, Rabco owns 39 *Passport to Danger* episode starring Cesar Romero and also owns *The Forest Ranger,* a pilot film.

(The two other affiliate companies—Passing Parade Films and R&M Productions—contributed approximately $270,000 in gross revenue for the 1957 fiscal year, all of this coming from *Telephone Time.*)

• On its two present network shows, Roach hopes to make a fairly substantial gain once they are placed into syndication. During the first year of syndicating 76 *Gale Storm Show* episodes and 30 *Telephone Time* programs, Roach thinks it can realize a profit before taxes of at least $2,000 an episode or a total of $212,000. Additionally, the company will be entitled to 50% of the $98,000 estimated profit from syndication of the 49 *Telephone Time* shows owned by Passing Parade—all of which were seen on CBS-TV last season—but not yet available for local distribution since an agreement yet remains to be worked out between Mr. Roach and John Nesbitt, former "storyteller" of the series who controls 50% of the stock on Passing Parade Films Inc.

• The contract with California National Productions this past summer for the 26 *Blondie* and 12 *Charles Farrell* programs had a combined sales tag of $505,000, and it is believed that *Blondie,* priced at $12,500 an episode, will bring in $6,250 in yearly income *per episode; Farrell,* priced at $15,000 an episode, should have an income of $7,500 *per episode.*

• Overseas, Roach is finding additional syndication income. For example, this year the studio realized an estimated net profit of $60,000 from "limited distribution" in Great Britain (via ITA, servicing Associated Rediffusion Ltd.) of 39 *Our Gang* comedies, retitled *Little Rascals.*

In the field of television commercial productions, Roach has a client list of some 25 advertising agencies and accounts that include the following advertisers: American Tobacco Co., Armour & Co., Brown & Williamson Tobacco Co., Eastman Kodak, Ford Motor Co., Gulf Oil Co., Lever Bros., Pabst, Procter & Gamble, Slenderella International, Union Oil Co. and Westinghouse Electric Co.

• For the 1957 fiscal year, Roach increased its tv commercial earnings nearly $873,000 to approximately $1.2 million.

• Licensing of motion pictures—47 full-length features and 1,068 shorts and including such film classics as the original "Topper," "Of Mice and Men," "The Housekeeper's Daughter" and "Captain Fury"—accounted for approximately 6% of Roach's gross revenue during the 1957 fiscal year and between March 1955 and September this year revenues on cinema products totaled $394,636.

Anheuser-Busch Buys 'Hammer'

Anheuser-Busch for its Busch Bavarian beer will sponsor *Mickey Spillane's Mike Hammer,* an MCA-TV film syndicated show, in five states. The firm also bought the program in other markets for its Budweiser beer. MCA-TV said Anheuser-Busch officials signed to sponsor the series 24 hours after seeing the first pilot. States involved in the purchase are Illinois, Missouri, Kansas, Arkansas and Iowa.

Rettig, Keever Named To Head NBC's CNP

Earl Rettig, a vice president and treasurer of NBC, last week was elected president of California National Productions, an NBC subsidiary, succeeding Robert D. Levitt, resigned [AT DEADLINE, Dec. 9].

At the same time, H. Weller (Jake) Keever, vice president of NBC Television Films, a division of CNP, was elected CNP vice president and general manager.

The elections were announced by Charles R. Denny, CNP board chairman and NBC executive vice president for operations, who

MR. RETTIG

MR. KEEVER

noted that the firm's "current plans insure a record year of production and sales." CNP operations include tv film syndication (NBC Television Films), NBC Opera Company tours, network financing of Broadway shows and merchandising and licensing for NBC and film syndication shows.

At the time of Mr. Levitt's departure, both NBC and CNP sources said a difference over "policy" existed and that Mr. Levitt had submitted his resignation.

Mr. Rettig joined NBC in 1950 as television network operations manager after more than 20 years in the motion picture field. In 1951, he became director of tv network operations on the West Coast, then director of NBC's finance and operations in Hollywood. He was transferred on Jan. 1, 1954, to New York in charge of production and business affairs for NBC-TV, was elected a vice president a month later and vice president in charge of tv network services a year later. About a year ago, he was elevated to vice president and treasurer.

His motion picture background included studio posts with Fox Studios, studio treasurer and assistant treasurer of RKO and later secretary-treasurer of Rainbow Productions. He joined Paramount Pictures when that studio acquired Rainbow.

Mr. Keever joined NBC Television Films in 1951 as a salesman, became supervisor of the central division sales force (offices in Chicago) in 1953, was advanced two years later to national sales manager and was appointed director of sales for CNP in August 1956. Last July, he was elected a vice president.

Hewitt to CBS-TV Film Sales

Edward E. Hewitt, formerly an account executive with KGO-TV San Francisco, has been appointed manager of the San Francisco office of CBS Television Film Sales, it was announced last week. Before joining

KRON is TV in SF

San Franciscans are sold on KRON-TV

Available Spots
in
NBC NEWS
12.6 ARB
92% Adult

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

To Radio Timebuyers...

...With 1957 coming to a close, the chances are much better than even that you did very well with the news programs you selected for your clients to sponsor on radio stations around the country.

You may never have covered a news story yourself, but you certainly were skillful in selecting your news service—the one with which you preferred to have your clients identified. Time after time, you chose the station which carried AP news.

On behalf of all AP broadcasters, who make up a majority in the industry, this is to say "Thank You" for your choice of news in 1957.

Next year will be another big news year.

You know famous brands; you know that the most famous brand in news is AP.

THE ASSOCIATED PRESS

KGO-TV, Mr. Hewitt was west coast manager of United Film Service and prior to that was with ABC-TV Spot Sales, San Francisco, representing ABC-TV owned stations.

Seven New Series Announced By Four Star Productions

Four Star Films, Culver City, Calif., has announced its "most ambitious television program to date," offering a minimum of seven new series for the coming buying season. Company partners Dick Powell, David Niven and Charles Boyer say there is every possibility they may exceed this number and offer as many as 12 series.

The seven being readied for pilot production are *The Tall Man* and *Doc Holliday*, both Westerns with scripts by Aaron Spelling; *Wanted, Dead or Alive*, also a Western, the project of Vincent M. Fennelly, producer for Four Star; *I Love a Mystery; Night Court; Battleflag*, and *The Adventures of Mike Scott*, starring Eddie Albert.

Golden Named Vice President Of United Artists Television

United Artists Television Inc., wholly-owned subsidiary of United Artists Corp., late last week filled out its complement of officers with the appointment of Herbert L. Golden, vice president of Bankers Trust Co., New York, to the presidency of UA-TV. Mr. Golden's appointment, announced Thursday night by UA President Arthur B. Krim, becomes effective Jan. 1.

Mr. Golden, who presently heads Bankers Trust's activities in the realm of entertainment (radio-tv-films-theatre), also becomes vice president in charge of operations of the parent company, United Artists Corp., and joins the UA broad. He joined the bank in 1952 after a long association as motion picture editor of *Variety*.

Bruce G. Eells, who recently resigned from Television Programs of America to become executive vice president of UA-TV, will be "top operating executive" of the tv subsidiary, Mr. Krim noted.

Desilu Studio Purchase Completed

Purchase of the RKO Teleradio production studios in Hollywood and Culver City, Calif., by Desilu Productions for approximately $6 million [FILM, Dec. 2] was completed Wednesday when the final papers were signed by Lucille Ball and Desi Arnaz, owners of Desilu, and by Daniel O'Shea, president, RKO Radio Div., for Thomas F. O'Neil, board chairman and president, RKO Teleradio Pictures. Physical transfer, to be completed about Jan. 1, 1958, gives Desilu 56 acres of land, 26 sound stages with a combined area of 262,720 square feet, 457 fully furnished offices and a stock library described as one of the most complete in Hollywood. Desilu is currently renting three of the 15 RKO studios in Hollywood and five of the 11 in Culver City, which are being added to the nine studios in Motion Picture Center in Hollywood, already owned by Desilu.

UA-TV Gross Earnings Rise 100% for First Nine Months

United Artists Television, United Artists Corp.'s tv subsidiary, last week reported more than 100% increase in gross earnings on its post-1948 film products for the first nine months of 1957 over a comparable period for 1956. Though no precise figures were revealed, it was learned the two packages of feature films now being sold to stations—one consisting of 52 films, the other of 39—so far have brought in close to $4.4 million. Last year, UA-TV scored approximately $2 million on its tv product.

Net earnings for the first nine months on all UA products came to $2.4 million—a gain of $107,000 over 1956's first nine months. This figure makes provisions for taxes and year-end adjustments. Gross world-wide film income for UA for the first nine months of 1957 has been estimated at $52.6 million as against a 1956 figure of $46.8 million.

UA also announced that a quarterly dividend of 35 cents will be payable Dec. 29 to common stock shareholders of record Dec. 16.

In San Francisco, meanwhile, UA's national advertising-publicity director, Roger H. Lewis, told the UA sales convention there that the firm is prepared to spend up to $9 million on advertising and promotion for its 1958 theatrical releases worth $50 million. A share of the $9 million would go toward radio-tv advertising campaigns. He also made known UA's intention to advertise its new phonograph records on radio time purchased to promote the theatrical films.

Producers Guild Opposes Sale Of Post-1948 Movies to Tv

The sale of recent motion pictures (so-called post- '48 pictures) to television would not only do "immeasurable injury to the motion picture and theatre industries" but it would also be of "great harm" to the producers of filmed programs for tv, Screen Producers Guild said in a statement of policy, unanimously adopted. Announcing the SPG opposition to the release of the post- '48 motion pictures for use on tv, Samuel G. Engel, guild president said:

"The Screen Producers Guild opposes the distribution of 'post-1948' pictures for exhibition on television. It unqualifiedly rejects the fallacious argument that exhibition of these pictures on television is not harmful to the entire motion picture industry.

"It predicates its reasoning on the fact that even films made 15 or 20 years ago, and now showing on television, are proving ruinous to a large segment of the exhibition industry. The guild is convinced that the continuation of supplying films originally produced for theatrical release to television is an imprudent and ill-advised practice, one which must inevitably do immeasurable injury to the motion picture and theatre industries, and cannot fail to do grave harm to those engaged in producing films directly for television release.

"The guild recognizes the inherent rights of all persons who have been associated creatively with these pictures in participating in whatever proceeds they may one day earn on the television screens, but is of the firm opinion that it is in the best interests of all persons engaged in our industry that a concerted effort be made to bring about a halt of this suicidal method of distribution which is nothing more or less than a 'quick-buck' method of liquidation of valuable assets."

UA-TV Still Hopes to Place Post-1948 Movies on Network

United Artists Television Inc., tv subsidiary of United Artists Corp., still hasn't given up hope of selling a batch of its post-1948 theatrical films to a national advertiser for possible network exposure. Though such showing is unlikely to take place before next fall, UA-TV currently is negotiating with two advertisers, neither of which the tv subsidiary will name.

At the same time, UA-TV is preparing its third package of post-48 films for station sale. Its officials declare the station package and the possible network package do not overlap in contents. The film company reported last week that to date it has grossed more than $4 million on its second film package during the first nine months of this year (see story this page).

Last July, UA-TV came within a hair's breadth of selling a national advertiser 39 of its top-flight post-'48 films. ABC-TV, looking for a way to match audience loyalty developed by both NBC-TV's *Steve Allen Show* and CBS-TV's *Ed Sullivan Show*, had gotten together with Kaiser Aluminum & Chemical Corp. and UA, but at the last minute negotiations fell through, Kaiser instead picking up Warner Bros.' *Maverick* series. It was understood at the time that Bulova Watch Co. and Exquisite Form brassieres also expressed interest in the UA deal.

Warner Exacts Agreement

Warner Bros. Pictures Inc. announced last week that none of its post-1949 motion pictures is available to WKRC-TV Cincinnati or to any other tv station. The announcement said that "a misleading impression was created by billboards recently posted by WKRC-TV." The billboards, Warner said, are being removed by WKRC-TV and the station has agreed to "inform the public of the actual facts by means of newspaper advertising and air announcements." The pre-1949 library of Warner Bros. was sold to Associated Artists Productions in 1956 for $21 million.

Drewrys Takes 'Target' Series

Drewrys Ltd. (brewery), South Bend, Ind., last week signed as a regional sponsor of Ziv Television Programs' new half-hour tv film series, *Target* for 14 midwest markets, including Detroit, Chicago, Indianapolis and other cities in Illinois and Michigan. The business was placed through MacFarland, Aveyard & Co., Chicago. Several weeks ago Olympia Brewing Co. signed to sponsor *Target* in 35 west coast cities. The series is scheduled to go on the air next spring.

a carefully considered change

The wedding ceremony symbolizes an important change in name — a change preceded by sober reflection. TV stations, too, must carefully consider any change in identification. Here is Channel 8's decision:

To achieve closer identification with

(a) our new official home, Tulsa, and

(b) our sister radio property, which

has served advertisers for nearly a quarter of a century . . .

KTVX has adopted new call letters, KTUL-TV.

You can get the complete facts on this significant move from Vice President and Managing Director Mike Shapiro, Station Manager Bill Swanson or from your Avery-Knodel representative.

abc TULSA BROADCASTING COMPANY

Post Asks Selma Ch. 8 For Birmingham, Ala.

Charging the "total waste of one of the scarce and very important vhf tv channels," the Washington Post Broadcast Div. (WTOP-AM-FM-TV) last Wednesday petitioned the FCC to shift ch. 8 from Selma, Ala. (now held by WSLA [TV]) to Birmingham.

The Post charged that "construction has not even been started and probably will never be started" on WSLA by Deep South Broadcasting Co., which holds the grant. The Post pointed out that WSLA has been granted seven extensions of time to construct the station and that, to avoid further delay, its permit should be changed to specify some channel other than ch. 8 if that facility is moved to Birmingham.

WSLA first received an authorization in February 1954 to build the station three miles from Selma. Soon after the grant was made, it requested permission to construct its transmitter and a 1,993 ft. tower approximately 50 miles from Selma and 23 miles from Montgomery, Ala. A lengthy hearing ensued (the entire record of the case fills 42 volumes or 4,591 pages) with six parties taking part. On Dec. 12, 1956, FCC Hearing Examiner H. Gifford Irion issued an initial decision recommending that the modification be denied. Oral argument before the FCC *en banc* is scheduled for this Thursday.

"There is immediate need for ch. 8 in Birmingham to assure that the largest city in Alabama and the 27th ranking metropolitan area in the U. S. has three comparable commercial television services," the Post stated and announced plans to apply for the channel if it is reallocated to Birmingham. There currently are two commercial stations operating in Birmingham—ch. 8 WBRC-TV and ch. 13 WABT (TV)—and educational ch. 10 WBIQ (TV).

In November 1956, the Post contracted to buy WAGA-AM-FM-TV Atlanta from Storer Broadcasting Co. for $6.5 million. The purchase was conditioned on FCC approval of Storer's buy of WMUR-TV Manchester, N. H., but neither sale was consummated [GOVERNMENT, May 20].

In addition to the Washington outlets, the Post also owns WMBR-AM-TV Jacksonville, Fla.

In other allocations actions last week:

The FCC invited comments by Jan. 15 on rulemaking to make Walla Walla, Wash., all uhf by deleting chs. 5 and 8, both unassigned. The rulemaking was requested by Cascade Broadcasting Co., which owns ch. 29 KIMA-TV Yakima, ch. 19 KEPR-TV Pasco, ch. 43 KBAS-TV Ephrata, all Washington, and ch. 3 KLEW-TV Lewiston, Idaho.

Denied by the Commission were (1) a petition by ch. 45 WKNE-TV Keene, N. H., to delete educational ch. 11 from Durham, N. H., and assign it to Keene for commercial use and (2) a conflicting proposal by ch. 14 WWOR-TV Worcester, Mass., to shift Durham's ch. 11 to Worcester.

Ch. 7 KATV (TV) Pine Bluff, Ark., asked the Commission to shift its facility to Little Rock for use by KATV and reallocate ch. 9 from Hot Springs, Ark., to Pine Bluff. In making the request, KATV pointed out that there are no applications pending for ch. 9.

However, Southwestern Publishing Co. (Donald W. Reynolds) last week filed an application for ch. 9 in Hot Springs. Mr. Reynolds owns KFSA-AM-FM-TV Ft. Smith, Ark., plus several other radio and tv stations and newspapers in Arkansas, Oklahoma and Nevada. Video Independent Theatres Inc. formerly held a permit for ch. 9 but turned it in as being economically not feasible.

Kohn Suggests Mass Juggling Of Am, Fm, Tv Within Spectrum

A total solution to the general spectrum problem was submitted to the FCC last week by an fm broadcaster in Allentown, Pa., who also holds a permit for uhf ch. 67 there.

Raymond F. Kohn, president of Penn-Allen Broadcasting Co. suggested that the FCC—

- Move all am broadcasting to fm.
- Move all tv to uhf.
- Assign present tv chs. 5 and 6 (76-88 mc) to fm to accommodate displaced am stations.
- Designate a future date, such as July 1, 1965, as "M-Day"—moving day for am and vhf tv.

These moves, Mr. Kohn noted, would also accomplish these solutions to other Commission difficulties:

(1) It would abolish duopoly and multiple ownership problems; (2) it would clear away the clear channel and daytime broadcasting cases; (3) it would equalize the facilities of all broadcasters ("Imagine Madison Avenue having only one yardstick—the station with the largest audience because it has the best programming!").

Mr. Kohn submitted these thoughts in a letter to the FCC in response to the comments filed three weeks ago in the 25-890 mc study [GOVERNMENT, Dec. 2]. The Allentown broadcaster acidly termed these comments as "pleas for either maintaining an intolerable *status quo* or, worse yet, patching badly-patched patches with more patches."

Two years ago Mr. Kohn offered the use of his WFMZ-TV Allentown as a test station for pay tv. WFMZ-TV began operating in the East Central Pennsylvania Lehigh River area in December 1954 and ceased six months later. More recently he has been warning broadcasters that if they continue to oppose toll television it will be acquired by motion picture exhibition and other non-broadcast interests.

Celler, Keating Ask Restraint In Sunday Baseball Tv Plans

Major league baseball last Wednesday was asked to "exercise individual self-restraint" in plans to televise Sunday baseball games via CBS-TV into minor league territory next spring and summer. In a joint statement, Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and its Antitrust Subcommittee, and Rep. Kenneth B. Keating (R-N. Y.), ranking minority member of both committees, said:

"We intend in January to discuss with the Attorney General and major and minor league officials the antitrust issues involved. We will then determine whether legislation is necessary and appropriate." The congressmen asked that, in the intervening period, no contracts be signed by the majors for Sunday television which will impede consideration of the problem.

The Sunday television plans "jeopardize the welfare of the entire sport [of baseball and] . . . will severely undermine minor league baseball in this country," they stated.

After CBS-TV and the major leagues had made known their plans to televise Sunday games next year, minor league executives immediately protested to Reps. Celler and Keating [NETWORKS, Dec. 9]. Both CBS-TV and NBC-TV have telecast a Saturday major league game in minor league cities for several years, but there has not been a Sunday telecast in the past.

WATV (TV) Asks FCC to Ignore New York State Bid for Ch. 13

WATV (TV) Newark last week asked the FCC to disregard the request of the New York State Board of Regents asking that ch. 13 Newark, N. J., be changed into a New York City educational channel.

The New York Regents two weeks ago asked the FCC to institute rule-making to switch ch. 13 from its present commercial status to a reserved, non-commercial educational allocation [GOVERNMENT, Dec 9].

WATV, operating on ch. 13 from the Empire State Bldg. in New York City, has been sold, together with its affiliated WAAT-AM-FM, to National Telefilm Assoc. for $3.5 million. An application for approval of this transfer is pending before the Commission.

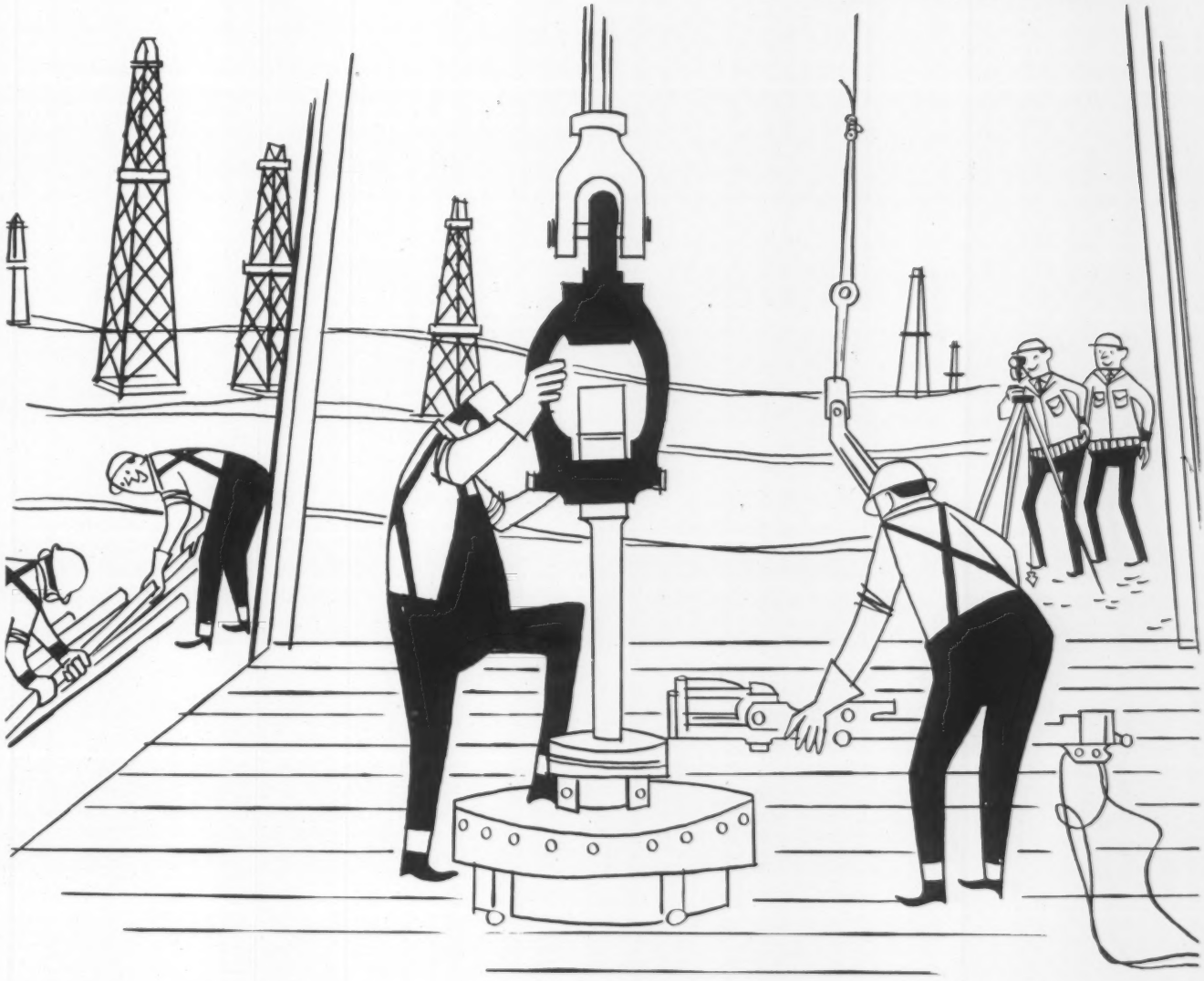
In a supporting brief, the owners of WATV pointed to "the demonstrated incapacity" of the Regents board to build even one of the seven tv stations for which it now holds permits. New York State has had grants for uhf educational outlets since 1952. There is no money for this construction and little hope of any from the New York legislature, the New Jersey station stated.

Furthermore the condition which the Regents board agreed to accept, that it would begin operation of a ch. 13 educational station by Sept. 30, 1958, is "impossible," WATV declared. If the channel is changed, the ch. 13 outlet said, other applications undoubtedly would be submitted. This would require a hearing, which could not be concluded and the station built by that date.

WATV added it had disclosed no intention of making its equipment and facilities available to the Regents. This would mean further delay while the Regents, if successful in winning the grant, look for a site and build the station, WATV said.

The Newark station added that the Regents appear to have based their petition on the "mistaken" premise that the proposed plan would be accomplished without finan-

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION INC. TELEVISION REPRESENTATIVES, INC.

The Working Partners who head up H-R had all been *well drilled* in the fundamentals of radio and television representation when this firm was started. One of the basic policies we agreed upon, because of this experience, was the importance of *continuous personal service* by all of us to all of the stations we represent. This policy continues today, and we have also made sure that each new member of our growing staff, is fully capable of carrying out another policy we established when H-R was started: *"We always send a man to do a man's job."*

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

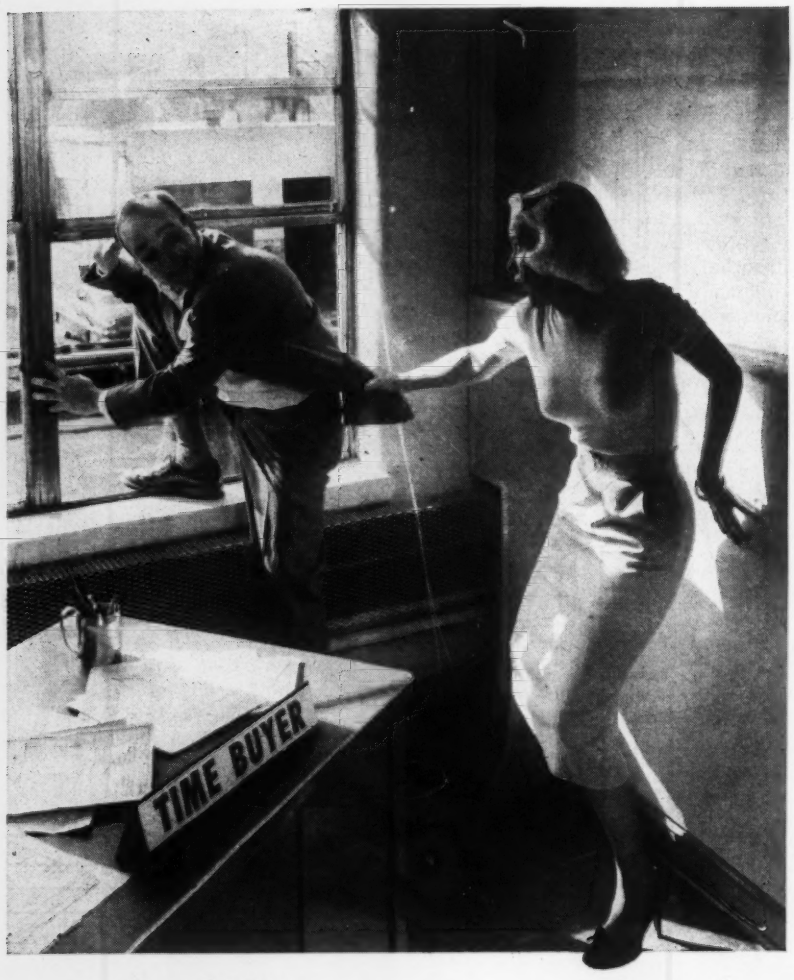
1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

101 Marietta Street
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

529 Pan American Bank Bldg.
Miami, Florida
FRanklin 3-7753



Don't jump--- THIS IS YOUR INDIANAPOLIS / DES MOINES DAY!

You're never jumpy, on edge when Indianapolis-Des Moines day rolls around. WXLW and KSO make a time-buyer's job almost easy, with their exclusive programming that nets results.

In Indianapolis, folks prefer WXLW, and PULSE proves it! A 22.4 PULSE average, highest in town. More important, WXLW delivers the adult audience, the bulk of the buying public. The reason? An exclusive music-and-news format slanted toward adult listening likes . . . plus the popular air personalities who make it work to perfection. Put your message on a winner—WXLW, the top-rated radio station in the Indianapolis market.

And KSO, Des Moines, matches its Indianapolis sales twin in results. Like WXLW, KSO beams its programs toward the adult age group, the people who do the buying. Already the number one salesman in Des Moines, KSO is now challenging for all 'round leadership, and it won't be long. You'll say goodbye to time-buying blues with the only good buy in Des Moines—KSO.

5000 Watts Day Time
WXLW
950 KC
Indianapolis, Indiana

5000 Watts Full Time
KSO
1460 KC
Des Moines, Iowa

Contact your nearest JOHN E. PEARSON representative

cially injuring the present owners. The sale of WATV not only includes WAAT-AM-FM but also the disposition of $1 million worth of films and film rights and the assignment of long-term employment contracts, WATV added.

NTI Asks Approval To Buy K.C. Stations

National Theatres Inc. last week asked the FCC to approve its $7.6 million cash purchase of WDAF-AM-TV Kansas City from the Kansas City Star Co. [STATIONS, Dec. 2].

The sale application revealed that National Theatres is establishing a subsidiary, National-Missouri Tv Inc., as licensee of the stations. N-M Tv is being formed with an initial capital of $8.1 million, with $3.8 million coming from a loan tendered by the Bank of America.

Charles L. Glett, president of a second National Theatres subsidiary, National Film Investments Inc., will become president of the licensee corporation. The sales contract has a June 1, 1958, cutoff date with both parties having the option to void the sale if it is not consummated by then.

The Star Co. signed a Justice Dept. consent agreement last month which required it to sell the broadcast stations. The consent decree was filed after the newspaper was found guilty of monopoly and attempted monopoly in the news and advertising fields in Kansas City.

Original cost of the Star's broadcast properties was listed in the application as $2,076,936, with an estimated replacement cost of $4.2 million. Currently a $37 million organization, the Star Co. estimated that the net effect of the proposed sale will be to increase retained earnings in the approximate amount of $4.92 million.

National Theatres has deposited $500,000 earnest money and the remaining $7.1 million sales price will be due on consummation of the sale. In case the theatre company fails to fulfill its obligations, the contract calls for a $200,000 liquidation damage payment to the seller.

Elmer C. Rhoden is president of National Theatres, a $60 million corporation with a chain of 320 theatres. The firm has movie houses in 20 states stretching clear across the country. It was formed in 1951 when 20th Century Fox, Fox Theatres Inc., was forced out of the movie exhibition business by the Justice Dept.

California Firm Asks 1030 Kc

The Northern California Broadcasting Co. has filed an application with the FCC for 1030 kc in Sacramento, Calif., and accordingly has asked the Commission to waive its decade-old policy of not acting on applications involving clear channels. The 1030 kc frequency is occupied by WBZ Boston on a Class 1-B basis.

Northern California Broadcasting, owned by Melvin E. Lucas (30%), Clarence A. Holien (25%) and others, would broadcast on 1030 kc with 500 w [see FOR THE RECORD].

IN THE NATION'S CAPITAL

WRC is the speaker of the house!

Weekdays, from 6 to 8 p.m., WRC reaches more homes than any other radio station in Washington. With a huge 40% average share of audience, WRC has a 63% advantage over the second station, and reaches nearly as many homes as *all of Washington's 16 other stations combined.*

Best of all, the advantage remains constant, for *all twelve programs* on WRC during these hours are tops in their time periods!

To sell more of *your* product in Washington homes, let WRC Radio speak for you now. Pick your spot within, or adjacent to, these 6-to-8 p.m. winners. A call to WRC or to your nearest NBC Spot Sales representative will reserve a schedule for you immediately! **WRC·980**

Source: NSI Report, Total Homes—Washington, D. C., Area—July 1957

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

THE UNFORT

Once upon a time there was a fellow named J. Watkin Stumpthumper who was running for state senator. Votes being necessary to accomplish this sort of thing, Stumpthumper went around giving out free cigars. Seemed a quick way to make friends. Not *everybody* got cigars, you understand. Just the people important enough to influence other people. Even by the gross, cigars cost money.

Stumpthumper (who lost the election, incidentally) failed to carry a certain crucial district. A curious man, he resolved to find out why and therefore queried the head of the local Citizens-for-Good-Government Club. "Thought you were behind me, son," said Stumpthumper accusingly. "What changed your mind?"

"Rather buy my own brand of cigars," replied the head of the local C.F.G.G.C. "Never did like yours much."

RT UNATE FALLACY OF THE FREE CIGAR

This proves what we've long believed. There's a vast difference between things forced upon you, and things you *pay* for because you really want them. Yet in our field of TV-radio business publications, there is a surprising amount of giveaway circulation. We don't believe you can win a sound plurality for yourself by this kind of padding. Putting influential names on a mailing list isn't worth much unless they actually read your magazine.

BROADCASTING is the *only* TV-radio journal that belongs to the Audit Bureau of Circulations. The ABC's sole purpose is to *verify* accurately the total amount *and types* of *PAID* circulation its members have. In our case, this averages 18,428 copies a week (first six months of 1957) — or *more PAID distribution than the next three TV-radio publications combined.* Over 5,000 of these *paid-for* copies go to influential voters at advertisers and agencies, including an average of 18 at the 40 top agencies that voted almost one billion dollars for TV and radio advertising last year!

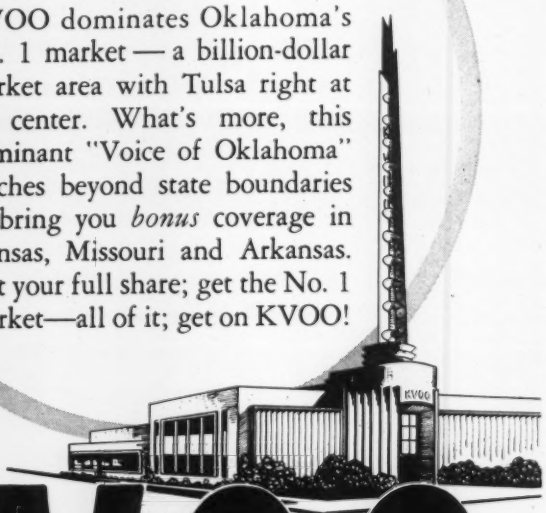
Neither free cigars nor free copies can substitute for lack of merit. When people *want* something, they're willing to *pay* for it. That's why BROADCASTING is the straight ticket for your 1958 campaign!

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington, D. C.
A member of the Audit Bureau of Circulations

1

KVOO dominates Oklahoma's No. 1 market — a billion-dollar market area with Tulsa right at its center. What's more, this dominant "Voice of Oklahoma" reaches beyond state boundaries to bring you *bonus* coverage in Kansas, Missouri and Arkansas. Get your full share; get the No. 1 market—all of it; get on KVOO!



KVOO
TULSA

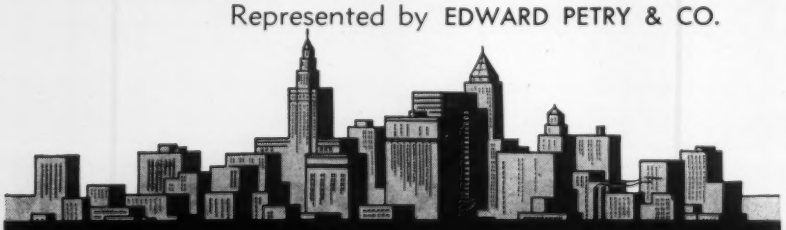
The only station covering all of Oklahoma's No. 1 Market

Broadcast Center • 37th & Peoria

HAROLD C. STUART
President

GUSTAV BRANDBORG
Vice Pres. & Gen. Mgr.

Represented by EDWARD PETRY & CO.



1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC
"The Voice of Oklahoma"

Commission Finalizes Changes in Procedure

Sweeping changes in practices and procedures before the FCC were made final last week when the Commission accepted the results of a two-year study made by an FCC committee and one representing the Federal Communications Bar Assn.

The new rules, all included in Part I of the FCC's rules, become effective Feb. 3, 1958.

Among the more significant changes are these:

- Written cases in comparative hearings are prohibited, unless all parties and the examiner agree.
- Admission to practice before the FCC is automatic for any attorney eligible to practice before the highest court in his state.
- Petitions for stay and for rehearing must henceforth be filed as separate documents.
- Responses to FCC actions for non-Washington attorneys are extended three days beyond the formal requirements.

The revised Part I rules—the first made by a federal agency on an omnibus basis—were the result of a study which began in 1955. The FCC committee, which included representatives of all bureaus and officers, was under the chairmanship of Associate General Counsel Edgar W. Holtz. The FCBA committee was chairmanned by Benedict P. Cottone, former FCC general counsel.

The revision separates Part I into general sections and specific service sections—broadcasting, common carrier, safety and special services. The changes were dictated by court decisions, recent legislation including the 1952 McFarland Act amendments to the Communications Act, and Commission reorganizations, including the 1951 reshuffle into bureaus and offices.

Red-Planned Sputnik Could Jam, Hog Earth Airwaves—Patterson

Russia currently is rushing completion of a new sputnik, according to Rep. James T. Patterson (R-Conn.), which will be equipped with broadcast receivers and transmitters capable of jamming radio and tv signals "anywhere in the world" and broadcasting its own signal.

Speaking last week before the Middletown, Conn., American Legion Post, the congressional atomic expert said he had learned "from the most reliable and authoritative sources" that the new Russia sputnik also will have the potential to broadcast "its own propaganda on any tv channel anywhere in the world." The satellite, weighing one ton, would circle the world every 24 hours at a height of 22,000 miles and could jam the U. S. radar warning network, Rep. Patterson stated. Rep. Patterson is a member of the House Armed Services and the Joint Atomic Energy committees.

On Thursday, a spokesman at the Russian Embassy in Washington described Rep. Patterson's statements as a "wild dream." He said the science of space exploration has not reached the point to make such an

EVERYBODY HAD FUN IN CHICAGO

(EXCEPT THE COMPETITION)

WHEN WBKB-TV PREMIERED "SHOCK"!

WBKB-TV FRANKENSTEIN 24.7*

Station "B"	Dr. Hudson, The Vise and Jack Eigen	6.2
Station "C"	"The Postman Always Rings Twice" (First Run)	20.9
Station "D"	"Boomerang"	3.8

... AND THE SAME HAPPENED IN BALTIMORE WHEN WBAL-TV PREMIERED "SHOCK"!

WBAL-TV FRANKENSTEIN 20.7*

Station "B"	"Destination Tokyo" (First Run)	10.6
Station "C"	"Test Pilot" (First Run)	12.6

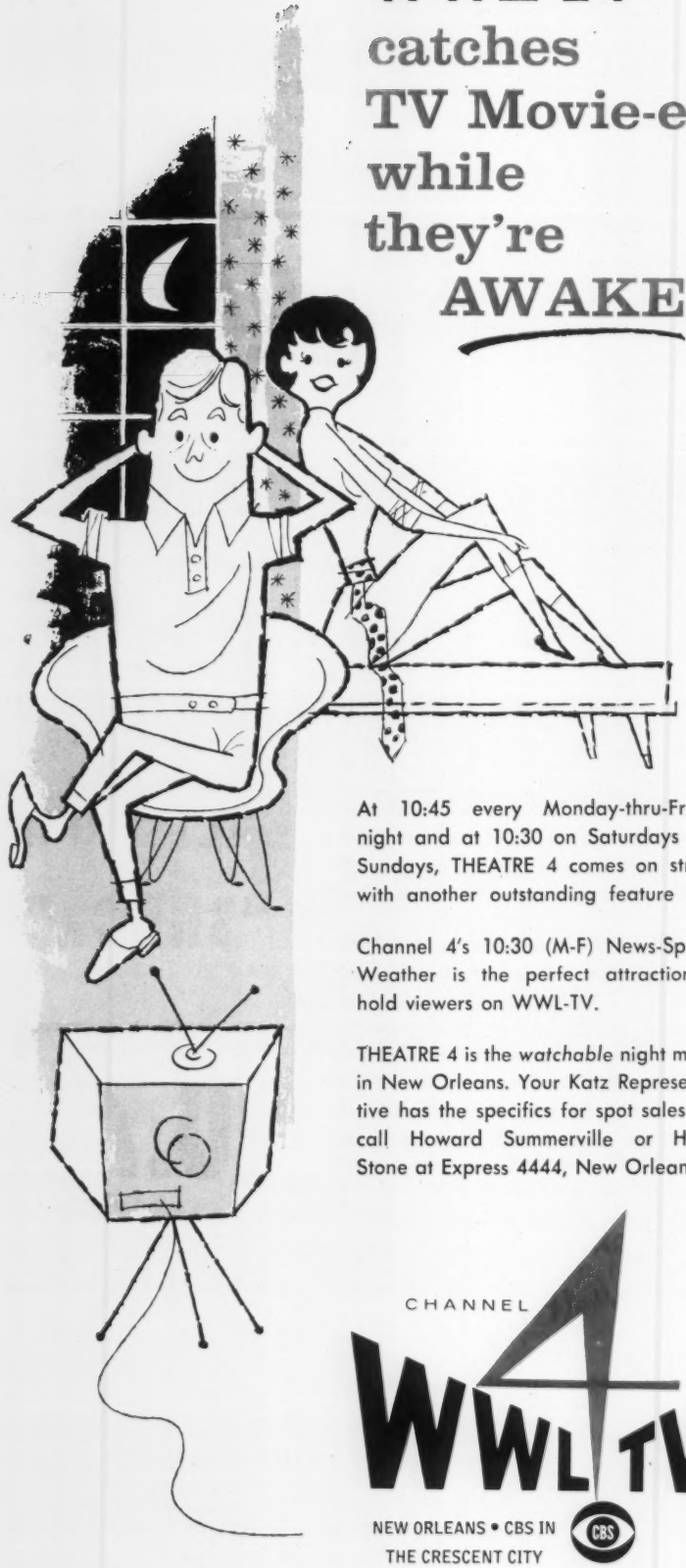
*Trendex

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1334 N. Beechwood Dr.	1032 Royal St.	102-108 Peter St.
Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Hollywood 2-3111	Express 3913	Empire 3-4096

WWL-TV catches TV Movie-ers while they're AWAKE!



At 10:45 every Monday-thru-Friday night and at 10:30 on Saturdays and Sundays, THEATRE 4 comes on strong with another outstanding feature film.

Channel 4's 10:30 (M-F) News-Sports-Weather is the perfect attraction to hold viewers on WWL-TV.

THEATRE 4 is the *watchable* night movie in New Orleans. Your Katz Representative has the specifics for spot sales. Or call Howard Summerville or Harry Stone at Express 4444, New Orleans.

CHANNEL 4 WWL TV

NEW ORLEANS • CBS IN THE CRESCENT CITY

operation possible but did not confirm or deny that Russia is working on such a sputnik. "Maybe in 10 years, tv programs will be transmitted from the moon to the earth," the Red spokesman said.

However, a fortnight ago a Hungarian newspaper quoted a Russian scientist as saying that his country plans a tv relay station nearly 22,000 miles high which will enable people on various continents to watch Soviet tv.

Scientists in Washington discounted Rep. Patterson's statement that a one-ton satellite at 22,000 miles could jam earth-bound radio-tv stations and broadcast its own signals on all tv channels. The United Press quoted one unidentified expert as saying it would take a "fantastic" amount of power to accomplish such a feat. It was pointed out that the satellite would have to transmit over 22,000 miles a signal comparable to what powerful tv stations send out over a relatively few miles. In the present "state of the art" this seems impossible, the scientist said.

The FCC had no comment on the possibility of a Russian solar tv station.

Boston Ch. 5 Grant Argued In U. S. Court of Appeals

The controversial Boston ch. 5 case, in which the FCC granted that vhf facility to Boston Herald-Traveler Inc., was argued in U. S. Appeals Court in Washington last week —with the FCC's policy on diversity of the media of communications and allegations of antitrust activities by the Boston newspaper at issue.

The FCC awarded the hotly-contested ch. 5—the third vhf assignment in the New England metropolis—to the *Boston Herald and Traveler* (WHDH-Choate interests) last April. Denied were Massachusetts Bay Telecasters Inc., Greater Boston Television Corp., and Allen B. DuMont Labs. Inc. The Commission's decision reversed an examiner's 1956 initial decision, despite charges by the *Boston Globe* that the *Herald-Traveler* had threatened the *Globe* with a newspaper war and implied it would use the tv station to put the *Globe* out of business. Massachusetts Bay and Greater Boston appealed the Commission's grant.

The argument was heard by Chief Judge Henry W. Edgerton and Circuit Judges Charles A. Danaher and Warren E. Burger. Defending the Commission's decision was the agency's assistant general counsel, Richard A. Solomon, together with WHDH-TV counsel William J. Dempsey. The attack on the Commission's action was argued by Henry E. Foley for Massachusetts Bay and Joseph P. Maloney for Greater Boston.

Schreiber in Moline Group

Frank P. Schreiber, former manager of WGN-AM-TV Chicago, is 10% owner of Moline Television Corp., which filed last week as an applicant for ch. 8 in Moline, Ill. There are currently six applicants for the Moline channel. The other five are Community Telecasting Corp., Illiway Television Inc., Midland Broadcasting Co., Public Service Broadcasting Co. and Tele-View News Co. Tele-View News has received

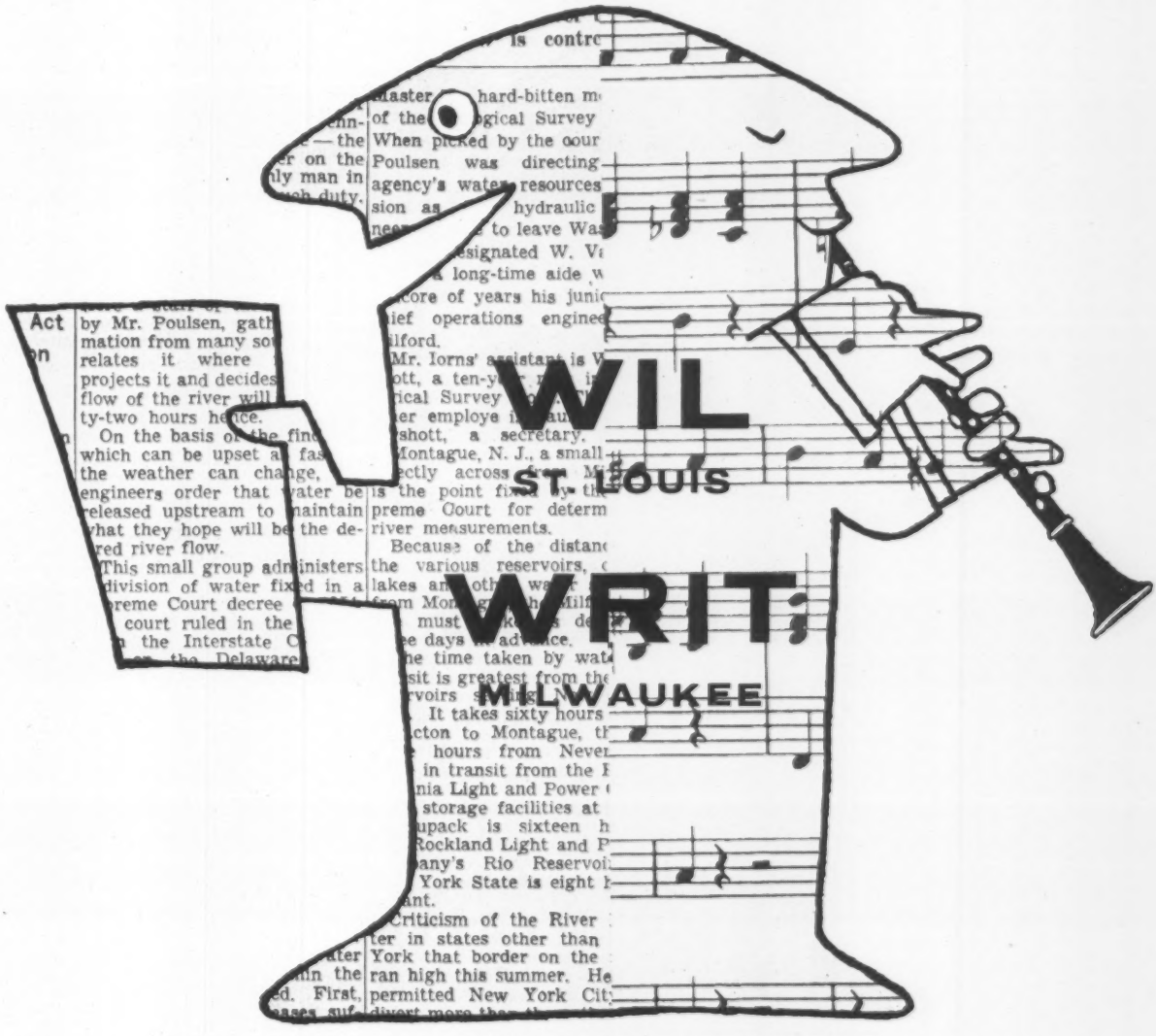
ADAM YOUNG INC.

Announces

WIL and **WRIT** programmed to the excitement and interests of today's intensive life. The mature concept of radio listening, that insures a buying audience in two major markets.

• • • •

Keep pace with the times and call your **ADAM YOUNG** man for choice availabilities.



THE BALABAN RADIO STATIONS

ADAM YOUNG INC.

New York • Chicago • St. Louis • Los Angeles • San Francisco • Atlanta • Boston

Party Line

With Betty Clarke

Meet Betty Clarke, WFDF's moderator with the "mostess." Listeners, that is. Loyal listeners use her Party Line show to solve their own household problems. It's all done on the air with live phone responses from the Party Line ladies who have answers ready for the questions Betty's fans call in on the same show. If what you sell appeals to women, get on the Party Line for direct sales now.

WFDF

FLINT, MICHIGAN
5,000 WATTS at 910

The Katz Agency line is always open . . . phone for complete details

Air Space Panel's recommendation for FCC approval to construct a 1,043-foot tower for its ch. 8 outlet in Moline, should it receive the grant [GOVERNMENT, Dec. 9].

Conelrad Converted For 1958 Storm Duty

Last spring and summer's destructive tornadoes and hurricanes in the Gulf Coast and Plains States graphically demonstrated that a more efficient method is needed to warn the public of approaching storms.

The FCC, the Weather Bureau, the Air Force and stations, such as KMOX St. Louis and WOAI San Antonio, immediately thought of the nation's tailor-made attack warning network — Conelrad — which had been lying practically fallow. And, just 10 days ago [AT DEADLINE, Dec. 9], the Commission amended its rules to permit all broadcast stations to use Conelrad to alert the public of approaching turbulent weather, effective Jan. 6.

Comr. Robert E. Lee, FCC civil defense head, indicated such a move was being planned at the NARTB convention last April. Adding fuel to the proposal, KMOX submitted an elaborate plan to the FCC for using Conelrad in weather emergencies. The method was devised by KMOX's operations engineer, Larry Burrows, after the Midwest and Southwest had been hit by a series of tornadoes last spring.

Conelrad participation is now mandatory for all broadcast, public safety, industrial, land transportation and experimental stations, while all other radio services are subject to Conelrad participation on a voluntary basis. Several hundred licensees have Conelrad alert receivers which are tuned to one of the 24 hour-a-day skywave key stations.

Under the new plan, the meteorologist in charge of the U. S. Weather Bureau will initiate the emergency weather warnings. The key stations then would activate Conelrad receivers which always are turned on with the speaker normally muted until activated by a special attention signal (two 5-second carrier breaks and 15 seconds of a distinctive tone). The speaker then would receive Conelrad warnings, which in the case of weather information can be rebroadcast.

In broadcasting Conelrad warnings, am, fm and tv stations take the following steps: (a) discontinue normal programming, (b) cut the transmitter carrier approximately five seconds (sound carrier only for tv stations), (c) return carrier to air for approximately five seconds, (d) cut again for five seconds, (e) return to the air, (f) broadcast 1,000 cycle steady tone for 15 seconds and (g) broadcast the emergency weather warning.

The Commission stressed that stations will be permitted to participate in the storm warning during regular broadcast hours only, stating that "nothing herein shall be construed as authorizing a daytime only or limited time station to operate during unauthorized hours."

As originally established, Conelrad was to be used only in the case of an enemy attack to prohibit enemy planes or missiles from "homing in" on a station's signal. Broadcast stations, on an Air Force alert,

"Our new tower is . . ."

"1400 ft. elevation . . ."

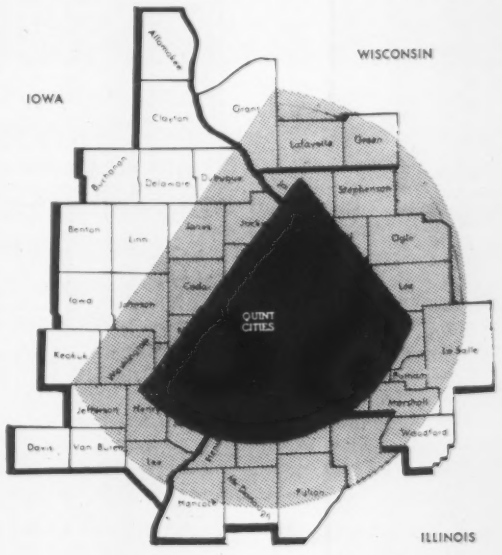
"1000 ft. above average . . ."

"Tallest tower in the . . ."

". . . over average terrain"

HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!

NCS 2



Unduplicated NBC-TV COVERAGE
Unduplicated CBS-TV COVERAGE

51% MORE UNDUPLICATED COVERAGE WITH WOC-TV (NBC)

WOC-TV'S 48 COUNTY MARKET — Population*..... 1,686,000

Homes*	519,100	TV Farm Homes**	54,912
TV Homes*	422,800	Effective Buying Income*	$2,757,557,000
Farm Homes**	97,101	Retail Sales*	$2,007,749,000

*Sales Management "Survey of Buying Power — 1957"
**U. S. Census of Agriculture — 1954

The Quint-Cities Station —Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

to hit the spot the AIMS *the thing*

AIMS (Association of Independent Metropolitan Stations) offers a made to order list of stations ready to deliver maximum audience in 21 different cities.

AIMS the most active group in the Broadcasting Industry through periodic meetings and fact loaded monthly newsletters from all members, can supply you with most of the answers to your broadcast advertising problems. When you buy . . . BUY AIMS the perfect station list for every campaign.

You can expect the leading independent to be the best buy on the market . . .

CITY	STATION	REPRESENTATIVE
Baton Rouge, La.	WIBR	The Walker Co.
Buffalo, N. Y.	WBNY	Jack Masla and Co., Inc. West Coast—Lee F. O'Connell Co.
Dallas, Tex.	KIXL	H-R Representatives, Inc. Southwest—Clarke Brown Co.
Des Moines, Iowa	KSO	John E. Pearson Co.
Evanston, Ill.	WNMP	
Evansville, Ind.	WIKY	John E. Pearson Co.
Houston 1, Tex.	KNUZ	Forjoe & Co., Inc. Southern—Clarke & Brown Co.
Indianapolis 22, Ind.	WXLW	John E. Pearson Co.
Jackson, Miss.	WJXN	Grant Webb & Co.
Little Rock, Ark.	KVLC	Richard O'Connell Inc. Midwest—Radio-TV Representatives, Inc. Southern & Denver—Clarke Brown Co. West Coast—Tracy Moore & Associates, Inc.
Louisville 2, Ky.	WKYW	Burn-Smith Co., Inc. Regional—Kentucky Radio Sales
Omaha, Neb.	KOWH	Adam Young, Inc.
San Antonio, Tex.	KITE	Avery-Knodel, Inc.
Seattle, Wash.	KOL	The Bolling Co., Inc.
Spokane, Wash.	KLYK	Grant Webb & Co.
Stockton, Calif.	KSTN	George P. Hollingbery Co.
Syracuse, N. Y.	WOLF	The Walker Co.
Tulsa, Okla.	KFMJ	Jack Masla & Co., Inc.
West Springfield, Mass.	WTXL	The Walker Co.
Wichita, Kan.	KWBB	George P. Hollingbery Co. Southern—Clarke Brown Co.
Worcester, Mass.	WNEB	The Bolling Co., Inc.

would be required either to go off the air or to switch to 640 kc or 1240 kc to broadcast civil defense instructions on intermittent-cluster basis.

In addition to warning broadcasters, the Conelrad weather alerts will trigger warnings to law enforcement agencies, industrial plants, schools, hospitals and other organizations which possess the Conelrad receivers.

The Commission hopes the new Conelrad service will induce manufacturers to provide a simple speaker muting circuit in all standard, fm and tv receivers. This would make it possible for any home set to receive the Conelrad alert direct and greatly enhance the effectiveness of the warning system, the FCC believes.

In this respect, Kenneth W. Miller, U. S. supervisor of Conelrad, is writing letters to industry trade associations and set manufacturers urging them to incorporate the new circuit in designs of future receivers to be put on the market.

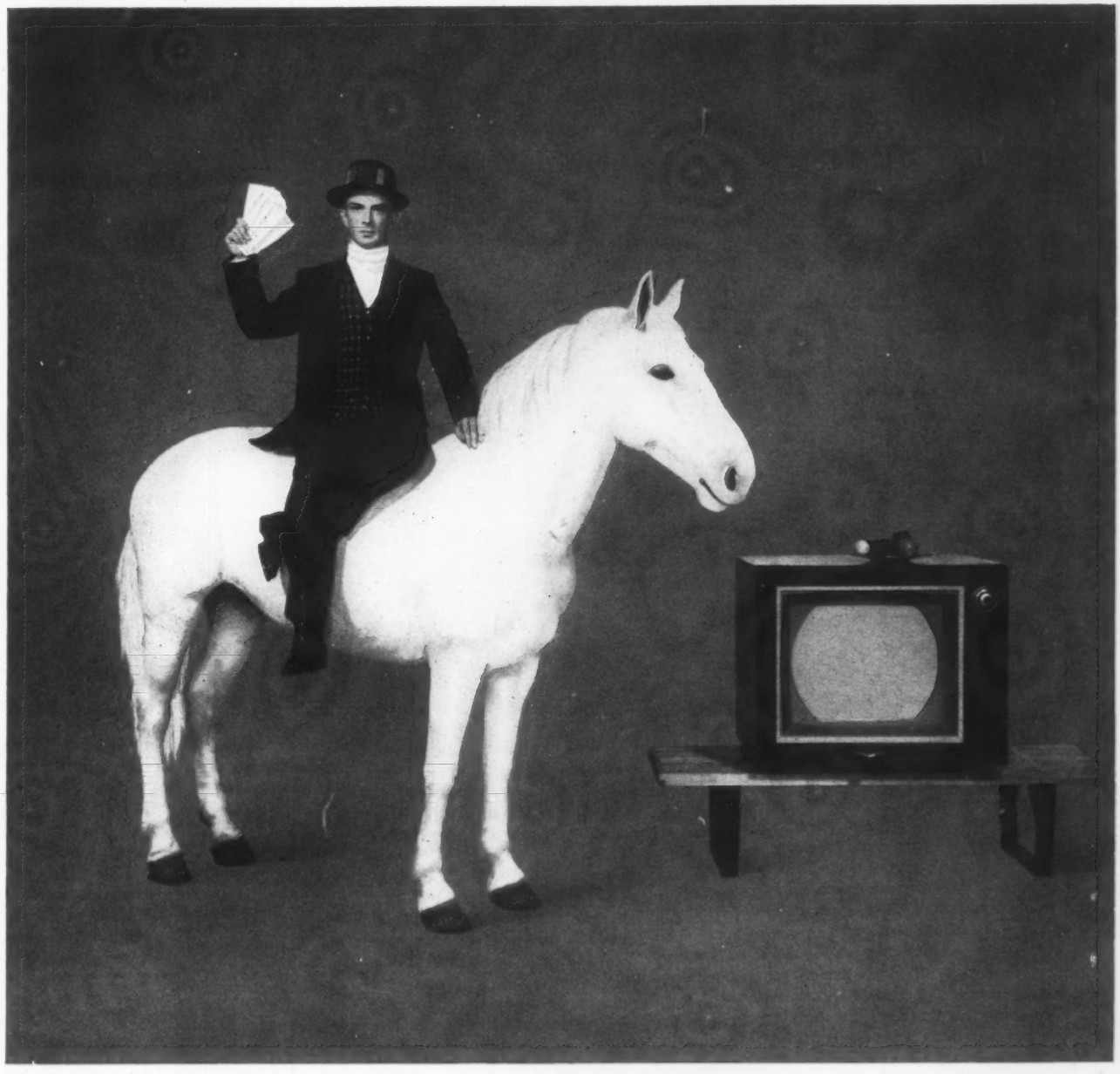
The Conelrad skywave key stations, practically all of them 24-hour outlets, include KIRO, KOMO and KING, all Seattle; KEX Portland, Ore.; WHO Des Moines; KCMO and WHB, both Kansas City; KMOX St. Louis; WOW, KFAB and KOIL, all Omaha; KOY Phoenix; KMIN Denver; KSL Salt Lake City; WHO Des Moines; KXEL Waterloo, Iowa; WJR Detroit; KDKA Pittsburgh; WHAM Rochester, N. Y.; WKBW Buffalo, N. Y.; KDAL Duluth, Minn.; WCCO and WLOL, both Minneapolis.

WABC, WCBS, WRCA, and WOR, all New York; WCAU and WIP, both Philadelphia; WBZ and WHDH, both Boston; WGY Schenectady, N. Y.; KFI, KMPC and KNX, all Los Angeles; KNBC and KCBS, both San Francisco; KFBK Sacramento, Calif.; KRLD and WFAA, both Dallas; WBAP and KXOL, both Ft. Worth; KONO San Antonio; WSB Atlanta; WNOE and WWL, both New Orleans; WTSP St. Petersburg, Fla.; WGN and WMAQ, both Chicago; WLW and WCKY, both Cincinnati; WMPS Memphis; WSM and WLAC, both Nashville; WBAL Baltimore; WTOP and WWDC, both Washington, and WRVA Richmond, Va.

Many Wills Ask Their Way In WTVW (TV) Management Row

The FCC has been asked to approve the establishment of a voting trust for a group of stockholders of a station—with the principal stockholder requesting that the Commission turn down the application and the attorney for the station pointing out that Commission action is unnecessary.

WTVW (TV) Evansville, Ind. (ch. 7), is the station in question. For the past year, principal stockholder Rex Schepp has been in conflict with other stockholders. Earlier this year, an injunction was obtained forbidding Mr. Schepp to exercise any official functions in the management of the station. It was agreed to relinquish voting rights in Class A stock, of which Mr. Schepp is majority holder, to WTVW stockholder Freman Keyes, formerly of Russel M. Seeds Co., now senior member of the new New York advertising agency,



Let KPRC-TV carry you smoothly through a Houston sales campaign

A splendid gesture to your customers—
KPRC-TV, Houston. It's such light
and pleasant viewing!
How is your New Year's schedule?

The Channel 2 insignia at each station break insures uniform quality and successful sales.

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives

Keyes, Madden & Jones. This agreement was filed with the FCC.

More recently WTVW has been opposing an FCC show cause order to relinquish ch. 7 and accept ch. 31. The FCC has proposed to move ch. 7 to Louisville. A prehearing conference on this case took place Dec. 2, and the full hearing is scheduled to commence Jan. 27. Other parties to the hearing are WEHT (TV) Evansville, WKLO-TV Louisville and ABC, all in favor of the proposed FCC move. In their pleadings they have raised the question of hidden WTVW ownership because of the voting trust. Although the FCC has denied their contentions that the station should be penalized, it asked WTVW to submit a formal application for approval of relinquishment of control by Mr. Schepp and his associates. This was accepted by the Commission last week.

Potter Queries Justice Dept. On Political Broadcast Sponsors

Interest in the Corrupt Practices Act as it relates to sponsorship of political broadcasts has been revealed by Sen. Charles E. Potter (R-Mich.), who announced during a New York symposium that he has asked the Justice Dept. to clarify the intent and enforceability of the act. Justice replied that the matter is under study.

The request came after a Detroit jury acquitted the United Auto Workers of violating the act during the 1954 campaign, when, Sen. Potter stated, the union produced nine tv programs featuring candidates for federal office. "The Detroit decision . . . opens the way toward flagrant offenses," Sen. Potter stated. He said observers have declared that corporations now are free to similarly support candidates with stockholders' funds.

Attorney General William P. Rogers replied that the Justice Dept. has had several similar complaints and currently is studying these as well as a report on the Detroit case. "Until this analysis has been completed, we shall not be in a position to advise you whether further prosecution under the statute will be practicable without further legislation," Mr. Rogers wrote the senator.

Sen. Potter is a member of the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over the FCC.

KCOR-TV Asks Reserved Ch. 9

KCOR-TV San Antonio, Tex. (ch. 41) has asked the FCC to permit it to share time with educational organizations on reserved, non-commercial ch. 9 there. Alternatively, the uhf outlet asked FCC to redesignate ch. 9 as a commercial station, permit it to be shared with educational organization, or, to assign ch. 2 to San Antonio from Piedras Negras, Mexico, for commercial use. The last would require changes in other tv allocations along the U. S.-Mexican border and also a waiver of the mileage separation rule with Houston's ch. 2 (KPRC-TV). Stations now operating in San Antonio, in addition to KCOR-TV, are WOAI-TV on ch. 4, KENS-TV on ch. 5 and KONO-TV on ch. 12. Also assigned to San Antonio but not yet in use are ch. 9 and ch. 35.

Radio Audience Quality High at Night—Dietrich

- **NBC Spot Sales makes claim**
- **Pulse study results cited**

The quality of nighttime radio audiences, which has been questioned by some sponsors and their agencies, was characterized last week as "equal to that of daytime audiences" by George S. Dietrich, national radio director of NBC Spot Sales.

Mr. Dietrich based this conclusion on a special survey made for his organization by the Pulse Inc. in New York, Chicago and San Francisco Nov. 6-13. He outlined the significance of the results of the survey which he said was a "pioneering effort," in these terms:

"The 'inferiority' of the quality of nighttime radio audiences is now nothing more than an exploded myth. Sponsors who previously held off buying evening radio time can now plan their campaigns with the certainty that the nighttime audience consists of people of the same economic level, education and family status as daytime listeners."

Mr. Dietrich said the industry "long has known that the quantitive difference between daytime and nighttime audiences is not vast." He pointed out that numerous surveys in the past have shown that the nighttime audience is about 85-90% of the daytime group. But many advertisers, he said, shied away from using nighttime radio because of a belief that it was composed substantially of persons who could not afford to buy goods or services.

The survey involved a total of 1,620 interviews in New York, Chicago and San Francisco. Its results show, Mr. Dietrich said, "a remarkable consistency between quality of morning and nighttime radio audiences from market to market, even though these markets are widely separated." The survey was designed to measure the audience characteristics in the 6-9 a.m. and 7-10 p.m. periods.

A question on the socio-economic level of the audiences showed that in the morning group, 25.4% were "upper," 26.5% "upper middle," 24.8% "lower middle" and 23.3% "lower." These figures compared (in order) with the evening audience: 26.0%, 24.5%, 23.6% and 25.9%. Mr. Dietrich noted there was "virtually no difference" in groupings for morning and evening audiences.

On ownership of television receivers, 93.2% of the morning audience and 92.0% of the evening audience replied in the affirmative. A similar question revealed that 77.4% of the morning listeners and 75.3% of the evening audience owned automobiles.

A question on the education of the head of the household disclosed that the level of schooling was approximately the same for the morning and evening listening groups, with 21.1% (morning) and 22.8% (evening) having attended college; 53.2% (morning) and 54.3% (evening) having attended high school; 16.7% (morning) and 15.7% (evening) having attended grade school.

Other questions centered around the age of the housewife, seeking to learn the percentage for those under 25, from 25-34, from 35-49 and 50 and over, and on the size of the family (one child, two, three, four, five, six or more). The pattern of answers, according to the survey, showed again there was scant difference between composition of morning and evening audience.

Mr. Dietrich observed that with the upgrading of radio programming, both by networks and by local stations, nighttime radio should be "a better buy than ever for advertisers." In addition, this new information on the quality of the night audience, he said, should result in increased buying of evening radio.

He reported that on stations represented by NBC Radio Spot Sales, nighttime business in 1957 is 15% over 1956 and about 80% over 1955. He expressed the view that a "sold-out" status in evening segments is a possibility in three or four years.

Mr. Dietrich voiced the belief that the survey is the first to attempt to examine qualitative characteristics of the evening audience. He said he plans additional surveys to ascertain the impact of nighttime radio.

The result of the survey, he said, are being incorporated into a presentation that will be sent shortly to advertising agencies.

Kearney to Direct Sales For Corinthian Broadcasting

Don L. Kearney, vice president in charge of sales for ABC Film Syndication Inc., has been named director of sales for Corinthian Broadcasting Co., officials announced Friday. Mr. Kearney will take his new post around Jan. 1.

MR. KEARNEY

Corinthian officials said he will work closely with the general managers and sales managers of the Corinthian properties and with the stations' national sales representatives and advertisers and agencies to give the best possible service to advertisers using the stations. Owned by J. H. Whitney & Co., the Corinthian stations are KOTV (TV) Tulsa, KGUL-TV Galveston, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

Mr. Kearney has been sales vice president of ABC Film Syndication since the organization was formed and before that, from 1951, was with ABC in a number of posts including assistant sales manager for the tv network, national sales manager for owned tv stations and manager of tv spot sales. Before that, he was with Katz Agency, station representative, where he was credited with being the first tv salesman and subsequently became assistant sales manager for tv. He entered radio in 1936 with municipally owned WNYC New York.

Mr. Kearney's appointment is the fourth to the Corinthian central staff this year. Others named by President C. Wrede Petersmeyer were George G. Jacobs, director of engineering; Charles H. Smith, director of research, and Robert H. Salk, director of programming.

YOU MAY GO UP 19½ MILES IN A BALLOON—*

BUT... YOU NEED WKZO-TV TO MAKE SALES SOAR IN KALAMAZOO-GRAND RAPIDS!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: ***Survey based on sampling in the following proportions—Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).***

Here's real, down-to-earth market dominance! ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station—*327 for WKZO-TV, 89 for Station B!*

WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—*serves over 600,000 television homes in one of America's top-20 TV markets!*

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

AM – TV – FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Major David G. Simmons set this new world's record on August 20, 1957.*

WTVJ (TV)'s Editorial Stand Draws Comment From Governor

Editorials telecast on WTVJ (TV) Miami criticizing the severity of a sentence on a Negro boy have drawn official recognition from Florida Gov. LeRoy Collins, who promised that he would consider remedial action when possible. The governor also underscored the need for such freedom to criticize as a vital part of democratic government.

The two editorials, presented by WTVJ News Editor Ralph Renick, were concerned with the life sentence imposed on a 16-year-old who pleaded guilty to a robbery charge and waived a trial in Marianna, Fla. Mr. Renick editorialized "the stiff sentence smacks of the dark ages of the South. It is a type of frontier justice that in recent years fortunately has faded away."

Writing to WTVJ, Gov. Collins said he felt the editorial views of the stations and Mr. Renick are "deeply sincere." In a filmed interview used on Mr. Renick's program, the governor went further, saying, "I think that the freedom to criticize by people in positions like Mr. Renick is a vital and important part of our democratic government."

Gov. Collins gave "full assurances" that the boy and his circumstances would not be forgotten and that he would be closely and carefully supervised. He said that whenever circumstances are such that within the sound judgment of the parole officials the boy "is entitled to return to society, he can and doubtless will be returned."

Gov. Collins serves as chairman of the state parole board.

WFIL-TV, WRCV-TV Colorcast Inaugurates New Joint Tower

A combined colorcast which was to be seen simultaneously over WFIL-TV and WRCV-TV, both Philadelphia, was scheduled yesterday (Sunday) to inaugurate the stations' new joint tower.

The tower, which is 1,100 ft. above ground, reportedly is the tallest television tower and installation in the Middle Atlantic states. It is located adjacent to WFIL-TV's tower in Roxborough. WFIL-TV will continue to operate from its present facilities there and WRCV-TV will operate from new facilities on the tower site as well as from its present location in Wyndmoor.

The announcement of the new operation was made by Roger W. Clipp, Triangle radio-tv vice president and general manager of WFIL-AM-TV, and Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV. Mr. Clipp noted that "this electronic advance on the part of our two stations will provide a stronger, clearer picture and extended coverage to viewers in over two million homes."

"Set owners will now have one central direction for the setting of home antennas to receive chs. 3 and 6. Our stations' area of coverage will be increased to 13,726 square miles as a result of this cooperative effort," explained Mr. Yoder.

Westinghouse Broadcasting Gives Transmitter-Tower to WQED (TV)

A $250,000 transmitter-tower plant was donated Friday by Westinghouse Broadcasting Co. to WQED (TV) Pittsburgh, educational station, at ceremonies held in the Duquesne Club in that city.

Gwilym A. Price, chairman-president of the parent Westinghouse Electric Corp., and Donald H. McGannon, WBC president, took part in ceremonies that drew Pittsburgh industrialists and educators. The tower and transmitter plant are located in the Oakland district of Pittsburgh near the U. of Pittsburgh stadium.

Mr. Price said the facilities are being presented to WQED as a gift because of "outstanding service to the community." Representing WQED were John T. Ryan Jr., Mine Safety Appliance Co., WQED president; Leland Hazard, Pittsburgh Plate Glass Co., station board chairman, and John F. White, WQED general manager. Westinghouse representatives included Joseph E. Baudino, WBC Washington vice president; Harold C. Lund, WBC vice president, KDKA-AM-TV Pittsburgh, and Chris J. Witting, former WBC president who now is vice president of the parent firm.

Comr. Robert E. Lee represented the FCC.

Westinghouse bought the transmitter site in 1946 from the university. In 1948 it erected a 500-foot tower for KDKA-FM and built the transmitter building in 1952. When WQED went on the air, the facilities were offered to the station, described as "the first community ETV station."

Katzentine, Smith Announce New 'Stratosound' for Ams

"Enriched sound" will be transmitted by WKAT Miami Beach, Fla., starting Jan. 1, according to President A. Frank Katzentine. A small electronic device operating at the transmitter "gives new dimensions" to am signals, he said.

The new transmission has been labeled "Stratosound." It was developed over a period of several years by Mr. Katzentine and his chief engineer, Arthur P. Smith Jr. "The listener hears a wider range of sound and it is better defined," Mr. Katzentine said, adding that "it is not hi-fi or fm but ap-

GRAND SLAM

KTTV (TV) Los Angeles gave grand slam coverage to the first championship bridge tournament ever played on the West Coast.

Telecasting the final day of the 31st annual National Championships of the American Contract Bridge League Dec. 8, the station utilized a new technique which let viewers follow each play. Developed by Robert Breckner, KTTV vice president in charge of programming, the technique covered every aspect of the game, from first bid to final Kibitz.

A mirror mounted over the table enabled the camera to show cards as played (top right). A board, with jumbo-sized cards, showed all the hands; a split-screen technique let viewers see the player bidding as well as the hands of all the players (bottom left; Mr. Goren bidding). As the player on screen played his card, the large card corresponding to it was removed from the board. Local bridge experts described the bidding and strategy of the experts (Charles Goren, Oswald Jacoby, John R. Crawford, Mrs. Helen Sobel and others), while a small microphone on the bridge table picked up bidding and the comments of the experts on their own play.

KTTV did all right off screen, too. Richard A. Moore, station president, and Mr. Breckner dropped in on the tournament the Thursday before the Sunday telecast, primarily for planning purposes. Partially to get the feel of the tournament and partially as a gag, according to the station, they teamed up as partners to enter a side session of the championships.

Both Mr. Moore and Mr. Beckner took home first place trophies.

INITIATIVE

...the quality that always seeks new and better ways.

In serving our clients we prefer to use our initiative...give that extra measure of performance that makes their job easier, more productive.

We call it creative selling. It makes friends...as well as sales.

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

proaches them." Mr. Smith said, "The presence is better, according to hi-fi listeners who have heard it in operation."

Even inexpensive radios will deliver an improved signal, Mr. Katzentine explained. He would not reveal technical details pending filing of a patent application by the Washington patent law firm of Bacon & Thomas. He and Mr. Smith will form a company to market the relatively inexpensive device. They plan to sell it to only one station in a city. "The distinctive Stratosound will give stations a distinctive sound that should greatly increase listenership," Mr. Katzentine predicted.

Latins Honor KWKW's Beaton

William J. Beaton, vice president and general manager, KWKW Pasadena, Calif., was honored Tuesday at a testimonial dinner given by the Inter-American Club, organization of civic and business leaders of the more than 575,000 Latin Americans living in the Metropolitan Los Angeles area. The club's president, Salvadore Vela, presented Mr. Beaton with a plaque in appreciation of the services given the area's Latin American residents by KWKW, which broadcasts 24 hours a day in Spanish. The consul generals of Mexico and other Latin American countries, the heads of a number of civic organizations and many Los Angeles broadcasters attended the dinner, held at Casa La Golondrina.

Gervan Named as President Of Northeast, RRN Operator

R. Bruce Gervan, vice president of Northeast Radio Corp., Ithaca, N. Y., operator of the Rural Radio Network, has stepped up to presidency of Northeast, it has been announced. Former general manager of RRN from 1947-49, Mr. Gervan succeeds Charles L. Dickinson, resigned.

H. Stilwell Brown, continuing as network manager, also has been named Northeast vice president. Ronald N. Goddard of Dryden, N. Y., was elected director, replacing C. Edwin Dayton, resigned.

Rural Radio Network operates five New York fm stations and serves four fm and 20 am affiliates in that state and Pennsylvania. Owned stations are WRRA (FM) Ithaca, WRRL (FM) Wethersfield, WRRE (FM) Bristol Center, WRRD (FM) DeRuyter and WRRC (FM) Cherry Valley.

WGN-TV Cuts Commercial Quota

A new policy for reducing the number of commercial participations on all sponsored feature film programs on WGN-TV Chicago is being announced today (Monday) by Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), a more restrictive approach to that type of programming than the NARTB Television Code takes.

Starting this week the Chicago *Tribune* station will reduce by one-third the number of announcements allowable under the NARTB Tv Code for its full-length motion pictures sponsored on a participating basis. Commercial breaks will be determined by the story line at approximately 15-minute intervals—probably two minutes per quarter hour instead of the present formula of one commercial per five minutes.

Carpenter Forms Firm to Enter Radio-Tv Station Brokerage

Robert W. Carpenter, former station relations vice president of Mutual, is going into the radio and television station brokerage business. He is announcing today (Monday) the formation of Robert Carpenter Enterprises Inc. for that purpose. His offices are at 527 Madison Ave., New York.

MR. CARPENTER

Mr. Carpenter resigned from Mutual a few months ago after 12 years as an MBS station relations executive and nine years in various phases of radio with CBS. He joined CBS in 1934 as an accountant and subsequently served with WBT Charlotte, then owned by CBS, and with the network's KMOX St. Louis. After wartime service with the American Red Cross in 1943-45, he moved to Mutual's station relations department, serving successfully as southwestern manager, eastern manager, assistant director, director and vice president in charge.

KIVA (TV) Power, Studio Plans To Cost $200,000 If Authorized

A $200,000 improvement program for KIVA (TV) Yuma, Ariz., has been announced by Harry C. Butcher, president (also owner of KIST Santa Barbara, Calif.)

FCC applications have been filed and orders placed for: maximum power, 316 kw (ch. 11 KIVA operates at present with 28.8 kw); increased antenna height; new film, slide and camera equipment to re-equip the station's main studio; a new auxiliary studio and office for the California Imperial Valley, and network color modifications to the transmitter and microwave circuits.

If the KIVA requests get FCC approval, work will be undertaken for completion during the winter, Mr. Butcher said. The proposed auxiliary studio would be located between El Centro and Brawley, both California. Target date is May 1.

Wurster Heads Pearson in S. F.

F. A. (Mike) Wurster, John E. Pearson Co., station representative, succeeds Martin Percival, resigned, as manager of the San Francisco office. Mr. Wurster has been in the New York office for two years and prior to that was with BBDO. Sue Masterson remains as secretary and assistant to the manager in San Francisco.

an apple for the sponsor, too!

Miss Sally's *Romper Room*, delight of the small fry set in Washington, is the apple of the advertiser's eye, too . . . because it produces rich fruits in the way of *adult* response, by way of moppet demand. Romper Room (11 a.m. to noon weekdays) has room for a few more apple-seeking advertisers who want results.

real lively daytime programming

wmal-tv | abc

maximum power on channel **7** WASHINGTON, D.C.

AN *EVENING STAR* STATION / *Represented by H-R Television, Inc.*

The man who

has everything,

goatee,

orange thunderbird,

ancestry,

*and 32.2%**

of Omaha's radio audience

He's Henry Busse, Jr., and in his own unique way he's typical of the personalities who make KOWH a dominant daytime first, per Pulse . . . *and* Trendex.

And KOWH has been in the upper reaches of Omaha audience shares for 71 months now. Give yourself everything you need to succeed in Omaha radio: KOWH (good coverage too, on 660 kc).

* average of his ¼ hour shares, 4 p.m.—6 p.m., Pulse, Sept. 1957

KOWH **OMAHA**

Represented by Adam Young Inc.

DATELINES

Newsworthy News Coverage by Radio and Tv

CAPE CANAVERAL • WTVT (TV) Tampa-St. Petersburg, Fla., aired 400 feet of film on the explosion of the Vanguard missile one hour and 50 minutes after the earth satellite burst into flames Dec. 6 at Cape Canaveral, Fla., 110 miles from the station. Roger Sharp, a WTVT newscaster, and a two-man camera crew had been recording the preliminaries of the attempted launching for three weeks prior to the target date. They covered the explosion from four miles away and rushed the film to WTVT by chartered plane. WTVT supplied prints for stations in New York, Oklahoma City, New Orleans, Montgomery, Louisville and Miami in time for newscasts that same day.

WMFJ Daytona Beach, Fla., claims it carried news of the Dec. 4 cancellation of the Vanguard missile firing 24 minutes before national media made any announcement of it. WMFJ stationed correspondents on the beach and a Civil Air Patrol member, who was flying in the safe zone in that area, provided coverage via land and air.

Bob Lape, news director of WICE Providence, R. I., was on hand to cover the Vanguard mis-fire for his station and its affiliated WCUE Akron, Ohio, and gave 25 direct reports by beeper phone to both outlets within five days. In addition to news reports of the missile's progress, he interviewed J. Paul Walsh, deputy director of Project Vanguard and featured a tape recording of a count-down from the control center prior to the firing.

PHOENIX • In the past, KRUX Phoenix' stringer service has brought news tips from far corners of the country, but last week, it went international. Actor Barry Sullivan called KRUX from London and gave an on-the-spot report of the disastrous British train smashup that reportedly claimed 100 lives. He gave full details of the wreck and sidelights on the weather, which was a contributing factor to the accident.

NUREMBERG • In an effort to give "the best possible coverage" to Baltimore and the state of Maryland, personnel of WBAL-AM-TV Baltimore traveled 3,000 miles last week. They flew to Nuremberg, Germany, with the Maryland 2nd Armored Cavalry Regiment. The coverage began at Fort Meade, Md., where the regiment was stationed, and featured interviews, film reports and tape recordings. The programs from Germany are scheduled to be flown to Baltimore on Air Force planes. In addition to these, the stations plan to record Christmas messages from Marylanders stationed in Europe. They also hoped to be able to cover the U. of Maryland extension center in Munich.

CLEVELAND • George Grant, newsreel manager for WEWS (TV) Cleveland's *John B. Hughes and the News,* spent a hectic day last week when he covered assignments that took him from Cleveland to Cape Canaveral, Fla., back to Cleveland and then to New Brunswick, Canada, all within a 24-hour period. After covering the Vanguard missile project, he returned to WEWS and immediately was sent to Frederickton, N. B., on a "mercy" trip to a 15-year-old boy dying of leukemia. The boy is a fan of the Cleveland Barons hockey team so Mr. Grant filmed personal get well messages from the Barons, in addition to films of the team in action. He took these to the boy, along with an autographed hockey stick and puck.

KABC's Pace Realigns Staff; More Changes Anticipated

John H. Pace, who left the post of executive vice president of Public Radio Corp. (KAKC Tulsa and KIOA Des Moines) to become general manager of ABN-owned KABC Los Angeles Dec. 1 [STATIONS, Nov. 11], has lost no time in starting to revamp the station's operations in line with the network's music-and-news programming. First step was to bring in Roy Cordell, station manager of KIOA, as commercial manager of KABC, replacing Bill Baxley. Second, was to notify four of the station's producers—Tom Baxter, Ken Manson, Frank Morris and Ted Toll—that their services would not be required when the new KABC program structure goes into effect about the first of the year.

Before then, other changes are anticipated, but what they will be, Mr. Pace is not saying. His only statement is that when his plans have crystalized, probably by the end of 1957, he will announce them in detail. Mr. Pace, who also has become managing director of KGO, ABN-owned station in San Francisco, spent the first part of last week in that city, but by week's end had made no comment on what changes, if any, he plans for KGO.

SATCHMO'S STORY

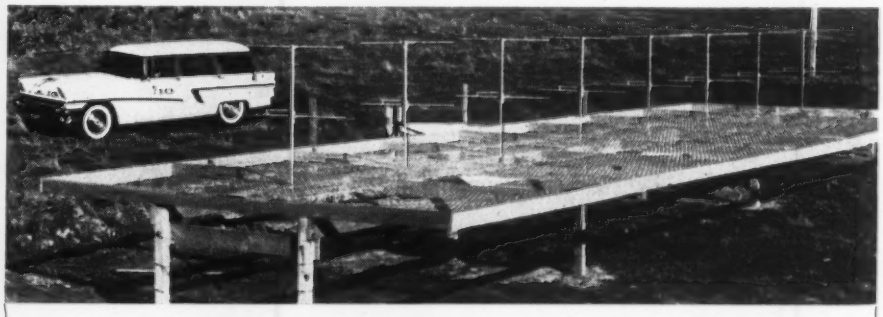
NEW YORK—Louis (Satchmo) Armstrong, jazzman-statesman and sometime political commentator, will never make it as a newsman, if success depends on the impromptu report he gave WDAF-AM-TV Kansas City last week on the New York subway strike.

At the time, it seemed like a good idea to News Editor Randall Jessee of the Kansas City stations to try for a taped interview from a strikebound commuter. So he had staffer Walt Bodine put through a call to Hurley's, a downtown New York bar said to be frequented by NBC people. When the first patron he contacted had little to say, Mr. Bodine asked him to put another customer on the line. It turned out to be the trumpeter.

"Subway strike? Man, don't worry 'bout that none. It ain't hardly no bother at all. I'm just runnin' around today in my wife's little ol' beat-up Cadillac. Don't worry, man. Everything's gonna be all right. . . ." Mr. Armstrong ran on volubly about his latest record release, the NATO conference, the general situation in Hurley's and "everything, in fact, but the subway strike," according to the WDAF account.

New Station Rep Firm Formed

A new station representative firm, Major Market Radio Representatives, has been formed with offices at 7 Central Park West, New York; Fairmont Hotel, San Francisco, and 1441 N. McCadden Place, Hollywood. Initially, the firm represents three Elroy J. McCaw stations—WINS New York, KYA San Francisco and KDAY Los Angeles.



THE satellite tracking system built by KBET-TV Sacramento, Calif., awaits the next U. S. attempt at satellite launching to start feeding information back to the Naval Research Centre in Washington. KBET-TV, the only commercial tv outlet among the dozen tracking stations around the country, volunteered to serve and rushed construction of special equipment in the mountains near El Dorado, Calif., to be ready for the unsuccessful launching Dec. 6 at Cape Canaveral, Fla. Shown above is half of the system of two antennas, each made up of 16 dipoles. The equipment must be highly sensitive to pick up the projected U. S. satellite's low-power signal, which unlike the sputnik signals, will not come in on ham sets, according to reports. KHMO Hannibal, Mo., also is operating a satellite tracking station.

when it's a question of

BUDGET

WVNJ will deliver 1000 families for just 31c.
That's by far the most economical buy you can make in this market.

You'll get blanket coverage, too, because WVNJ delivers almost twice the listeners of the next two radio stations broadcasting from New Jersey.

*Source—Hooperatings Jan.-Feb.—New Jersey.

Chances are it will be even less than 31c as time goes by because WVNJ is attracting more listeners than any other radio station in the area. It's no secret how we do it. Superb new programming (we play just Great Albums of Music from sign on to sign off) plus the heaviest consumer advertising schedule of any independent radio station in America.

When it's a question of budget—your money buys the most on WVNJ.

Represented by:
Broadcast Times Sales
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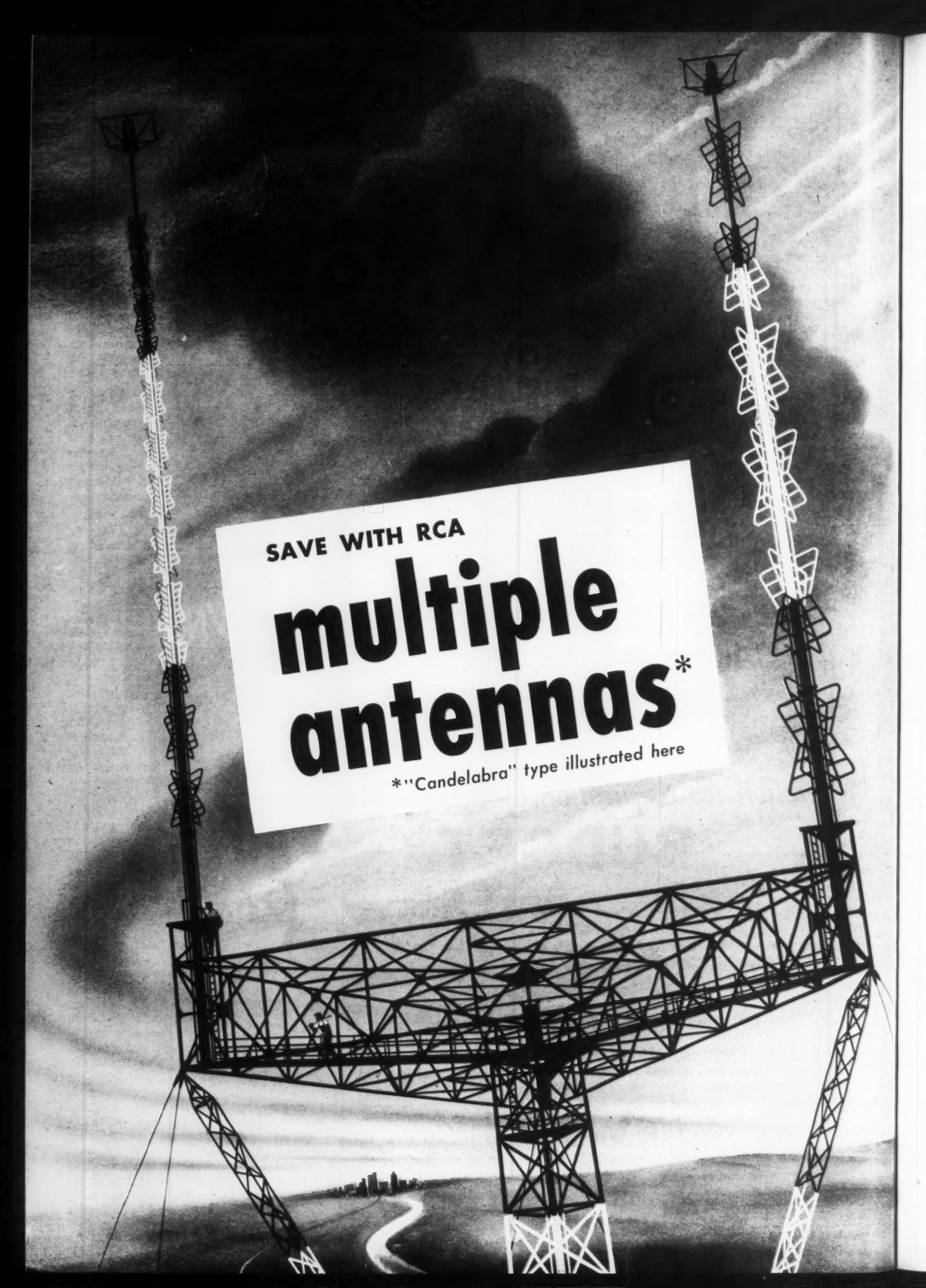
WVNJ Newark, New Jersey
RADIO STATION OF The Newark News


SAVE WITH RCA
multiple antennas*
*"Candelabra" type illustrated here

...save as much as $250,000 per station!

MULTIPLE ANTENNAS... MULTIPLE ADVANTAGES!

The RCA "Candelabra" represents a new approach to TV antenna design and gives broadcasters, who desire the same antenna location, many advantages. The tremendous savings of a common tower and single-site erection are combined with the benefits of equal height and a simplified transmission line installation. Through this design, maximum height attainable under aeronautical regulations may be achieved for both antennas.

$250,000 SAVINGS PER STATION

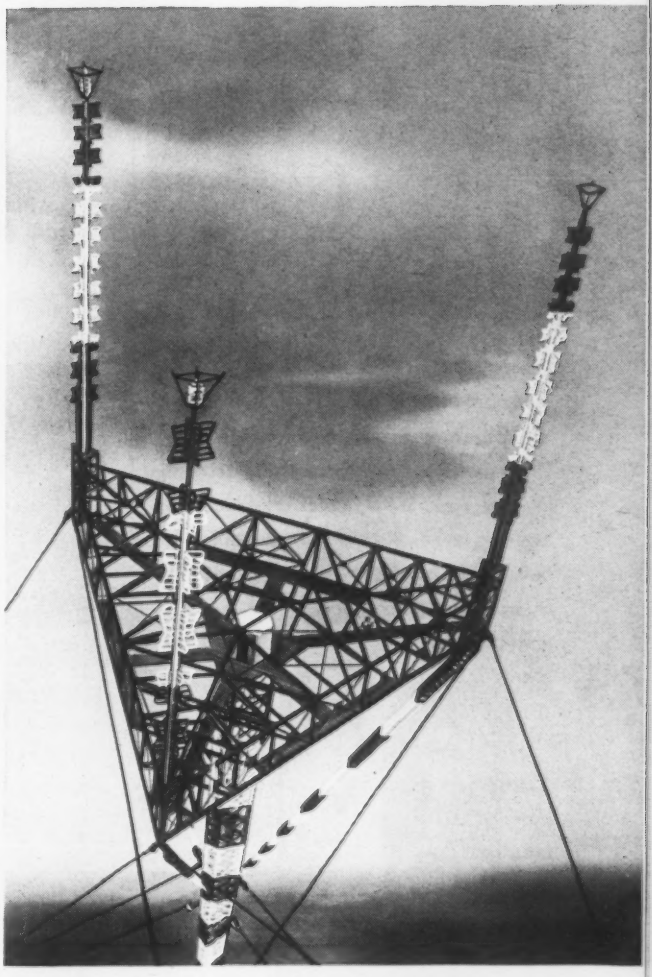
In the first application of the "candelabra" design (left), the cost of the complete installation was considerably less than two separate installations. The saving to each station was estimated at $250,000—a total of a half million for the two!

TWO-IN-ONE, THREE-IN-ONE DESIGNS

In the design illustrated at left, the RCA antennas occupy two of the corners of a single triangular platform, made to fit the tower's cross-sectional pattern. A counter-weight occupies the third corner. In other designs (see right), three antennas can occupy the one platform, or any arrangement that can serve efficiently will be provided.

OTHER ADVANTAGEOUS FEATURES

RCA antennas are designed for top performance. Elevators are provided for carrying personnel up the tower. Catwalks run out from elevator landing in center of platform to all three corners for necessary maintenance. Construction is carefully suited to geographical location and terrain.



In the design above, three antennas occupy all of the corners, thus spreading the cost of the complete installation over three stations.

• • •

Why not look into the possibilities of a multiple antenna installation for the benefit of your station? Your RCA Broadcast Representative will be glad to answer questions about television antennas and show you how RCA can provide the kind you need. In Canada: RCA VICTOR Company Limited, Montreal.

RCA

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

NOW TOPS
82 MAJOR
TV MARKETS
WITH 30.4
SETS-IN-USE
SCORE!

Illinois' No. 1 market, outside Chicago, is prosperous Peoria area—where your TV commercials have greater impact than in New York, Los Angeles, Philadelphia, St. Louis or 78 other big TV market areas! Sets-in-use actually average 30.4% — sign-on to sign-off—one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in this No. 1 market, there's a No. 1 station—with the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KPLC-AM-TV LAKE CHARLES, LA. • Sold to T. B. Lanford, currently 33⅓% owner of stations, by R. M. Dean and the Viola Dean trust for $322,000. Mr. Lanford will own 66⅔% of station; Louis M. Sepaugh will retain 33⅓% interest. Mr. Lanford owns KRMD-AM-FM Shreveport and KALB-AM-FM Alexandria, both Louisiana; 98% of KRRV Sherman, Tex.; 50% of KALB-TV, and both he and Mr. Sepaugh each own 13.8% of WSLI-WJTV (TV) Jackson, Miss. KPLC, affiliated with NBC, operates on 1470 kc with 5 kw day, 1 kw night; KPLC-TV is on ch. 7 and affiliated with both ABC and NBC.

KDON SALINAS, CALIF. • Sold to Richard Bott, assistant manager of KSAN-AM-TV San Francisco, by Clark Fee and Glenn Stadler (KDON Inc.) for $260,000. KDON operates on 1460 kc with 5 kw. The transaction was handled by Hamilton, Stubblefield, Twining & Assoc.

KPLA (FM) LOS ANGELES, CALIF. • Seventy-five percent interest sold to John H. Poole, president of KBIG Avalon, Calif., by Don Martin for $100,000. KPLA operates on 104.3 mc with 7.1 kw.

KEAR (FM) SAN FRANCISCO, CALIF. • Sold to Harry H. Nasburg, publisher of *The Argonaut*, for $100,000 by Stephen A. Cisler and S. A. Shuman (Fidelity Radio Inc.). KEAR operates on 97.3 mc with 10 kw.

KFDA-AM-TV AMARILLO, TEX., • Relinquishment of 25% interest in both stations by Charles B. Jordan for sole ownership of KFDA by Mr. Jordan and of KFDA-TV by Amarillo Broadcasting Co. (Texas State Network). KFDA operates on 1440 kc with 5 kw day and 1 kw night, is an ABC affiliate. KFDA-TV in on ch. 10 and has CBS and ABC affiliation.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 107.*

KCOP (TV) LOS ANGELES, CALIF. • Sold to KCOP Television Inc. (Harry L. [Bing] Crosby Jr., Kenyon Brown, George L. Coleman and Joseph A. Thomas, each 25%) by The Copley Press Inc. for $4 million. Mr. Crosby owns 6.12% interest in KGLC Miami, Oklahoma, and is vice president and 25% owner of KFEQ-AM-TV St. Joseph, Mo. Kenyon Brown is 49.99% owner of KANS Wichita, Kansas, president and 25% owner of KFEQ-AM-TV, licensee of KLYN Amarillo, Texas, vice president and 22.15% owner of KGLC, licensee of KWFT Wichita Falls, Texas. Mr. Coleman is vice president and 25% owner of KFEQ-AM-TV, has interest in KGLC. Mr. Thomas

MR. BROWN

MR. CROSBY

has 25% interest in KFEQ-AM-TV. KCOP (TV) is on ch. 13. The transaction was handled by Hamilton, Stubblefield, Twining & Assoc. Following a protest by the National Assn. for Better Radio and Tv, the FCC received from KCOP Tv Inc. amendments to its proposed program schedule [GOVERNMENT, Dec. 2].

WDIA MEMPHIS, TENN. • Sold to WDIA Inc. (Egmont Sonderling, 25%, Richard Goodman, 55%, and Mason Loundy, 20%) by John R. Pepper and E. R. Ferguson for $1 million. The new owners control WOPA-AM-FM Oak Park, Ill., and KXEL Waterloo, Iowa. WDIA operates on 1070 kc with 50 kw day and 5 kw night.

KGEO-TV ENID, OKLA. • Sold to Louis E. Caster and Ashley L. Robison by P. R. Banta and associates for $957,440 plus assumption of $503,885 in liabilities. Mr. Robison is 75% owner of KOVO Provo, Utah, 15% stockholder in group which recently purchased WREX-TV Rockford, Ill., and 9% owner of KBYE Oklahoma City, Okla. Mr. Caster is 50% partner in application for tv station in Duluth, Minn. KGEO-TV is on ch. 5 and affiliated with ABC.

WOBS JACKSONVILLE, FLA. • Sold to Mel-Lin Inc. (Simpson R. Walker Jr., president, interest in WSTN St. Augustine, Fla.) by Rounsaville of Charlotte Inc. for $500,000. WOBS operates on 1360 kc with 5 kw day. (See approval of WMRY New Orleans, La., below.)

WMRY NEW ORLEANS, LA. • Sold to Rounsaville of New Orleans by Southland Broadcasting Co. for $250,000, on the condition that the assignment not be consummated until the assignment of license of WOBS Jacksonville, Fla. (see above), from Rounsaville of Charlotte Inc. to Mel-Lin Inc. has been consummated. Sole owner is Robert W. Rounsaville, who also owns WQXI Atlanta, Ga., WCIN Cincinnati, Ohio, WIOK Tampa, Fla., WMBM Miami Beach, WLOU Louisville, Ky., WSOK Nashville, Tenn., WATL-TV Atlanta, WQXL-TV Louisville and WQXN-TV Cincinnati. WMRY operates on 600 kc with 1 kw.

KITO SAN BERNARDINO, CALIF. • Sold to Radio Assoc. Inc. (Marshall S. Neal, president) by Frank Oxarart and others for $200,000, conditioned that the assignment of license not be consummated until such time

IN RALEIGH - DURHAM

WRAL-TV

DELIVERS FROM SIGN-ON TO SIGN-OFF

48.6%

SHARE OF AUDIENCE

(ARB, NOVEMBER 1957)

NBC — CHANNEL 5 — LOCAL COLOR

REPRESENTED BY H-R TELEVISION, INC.

as KITO is rebuilt and operating in accordance with the terms of its regular license. Buyers are associated with KWKW Pasadena, Calif. KITO operates on 1290 kc with 5 kw and is affiliated with ABC.

WMFD-TV WILMINGTON, N. C. • Sixty percent interest sold to WNCT (TV) Greenville, N. C., and James W. Jackson by Richard A. and Louise M. Dunlea for $153,850. WNCT will own 49%; Mr. Jackson, 11%. WNCT (TV) is owned by Earl McD. Westbrook, 27%, Josh Horne, 5%, Herbert Brauff, 10%, Penn Watson, 10%, and others. Mr. Horne is publisher of *Rocky Mount* (N. C.) *Telegram;* Mr. Brauff, of the *Wilson* (N. C.) *Times.* WMFD-TV operates on ch. 6 and is affiliated with all three tv networks. WNCT will drop its application for Wilmington's ch. 3, leaving United Broadcasting (Richard Eaton) and WGNI Wilmington battling for the frequency.

WVLN-AM-FM OLNEY, ILL. • Sold to Ill. Broadcasting Co. by Olney Broadcasting Co. for $95,000. Ill. Broadcasting is owned by Lindsay-Schaub Newspapers Inc., Decatur, Ill., which owns WSOY-AM-FM Decatur, Ill., WSEI (FM) Effingham, Ill., and has 20% interest in WCIA (TV) Champaign, Ill. WVLN operates on 740 kc with 250 w day, WVLN-FM on 92.9 mc with 18.5 kw.

WGKV CHARLESTON, W. VA. • Sold to Joseph L. Brechner by Walter and Jacob Evans for $77,500. Mr. Brechner has an interest in WLOF-AM-FM-TV Orlando, Fla.; WERC Erie, Pa., and only recently sold his interest in WGAY-AM-FM Silver Spring, Md. WGKV operates on 1490 kc with 250 w and is affiliated with NBC.

KRSD-TV to Be NBC-TV Primary

KRSD-TV Rapid City, S. D., will become a primary affiliate of NBC-TV Jan. 1, it was announced last week by Harry Bannister, vice president of station relations for NBC. The station, which becomes NBC-TV's 196th affiliate, presently is completing construction of another outlet in Deadwood, N. D., which will operate as a satellite. KRSD-TV is owned by John, Eli and Harry Daniels of the Heart of the Black Hills Stations and is assigned ch. 7.

WEEI Tests New Power Unit

WEEI Boston tested its new emergency power unit, fueled by city gas, during the Conelrad alerts Dec. 4 and Dec. 9 and reports perfect performance. It was the first run for the new station gear, Onan's 35KVA unit, which puts out enough power to keep the signal on the air at full strength, with enough left over for indoor and outdoor illumination, blower fans, the heating system and electric appliances.

When it installed new emergency generating equipment at the transmitter site in Medford, Mass., WEEI chose city gas power because its underground distribution made it less susceptible to interruption than other sources, and it required no storage space.

HUROK, TALENT LIST TO SKIATRON

- **Fox names impresario to Skiatron post in 10-year deal**
- **Promised to firm's pay viewers: better, cheaper shows**

Assuming the city councils of Los Angeles and San Francisco permit the "entry" of Matthew Fox's Skiatron Tv wired-decoder system by April 1958, west coast viewers will be in for some star-spangled entertainment. So declares impresario Sol Hurok, whose appointment as head of Skiatron Tv's cultural entertainment division was announced last week by Mr. Fox.

Although Mr. Fox earlier had detailed the technical aspects of his operation in an exclusive interview [SPECIAL REPORT ON PAY TV, Aug. 26], he now has come out with some specific programming plans. At a special news conference last Tuesday in New York, Mr. Fox and Mr. Hurok both spelled out their hopes for pay tv as it would affect potential Skiatron subscribers.

• With the signing of Mr. Hurok to an exclusive 10-year pact, the firm is "guaranteed" the services of most of Mr. Hurok's stable of talent, including such names as Jan Peerce, Marian Anderson, Andres Segovia, Artur Rubinstein, Nathan Milstein, Blanche Thebom, the Royal Ballet (formerly Sadler's Wells), Chicago Symphony Orchestra, Vienna Choir Boys, the Melachrino Strings and other artists of the concert and theatre.

• Their appearance on toll television, according to claims, means that U. S. viewers for "the first time" will receive undiluted and uncut versions of the world's great musical and theatrical masterpieces.

• The public will be able to see these stellar attractions for "roughly 25%" of what it now costs an average theatregoer in terms of tickets and "marginal expenses," that is, transportation, baby-sitters, etc. "In fact," said Mr. Fox, "we can assure our subscribers that for a family they will pay less than it would cost them for one ticket to see, say, England's "Old Vic." Furthermore, Skiatron will not arbitrarily impose a flat subscription fee, but instead will price admission on determination of the show's overall cost. Mr. Fox, however, did not hold out any hope that subscription costs would come down as subscription audiences grow. "It costs us roughly the same to install a Skiatron system for one family as it would for 30,000 viewers. Initially, our profits will be small."

• Skiatron hopes to recoup its expected initial losses and at the same time build up a library of either color film or color tape of "the world's greatest talents" by keeping live programming down to a minimum as its market grows, and by replaying "some of the memorable programs" for its new audiences.

Both Messrs. Hurok and Fox were quite vehement on the "propaganda" screen thrown up by commercial tv networks and theatre exhibitors which, Mr. Fox said, maintain—"misleadingly so"—that pay-tv will ask Americans to pay for something they now get free.

Said Mr. Fox: "We will not present any attraction that the public is not willing to pay for . . . We will offer events and entertainment which up to now could only be seen in a theatre, opera house, stadium, arena or auditorium . . . box office attractions for which the public is currently paying an admission price."

Added Mr. Hurok, who has in the past two seasons produced several NBC-TV spectaculars: "Nor will we arbitrarily cut these productions to fit certain restricted time segments." Mr. Hurok recalled that he had "the misfortune" of "once having to cut 'Romeo and Juliet'—a three-hour play

MR. HUROK

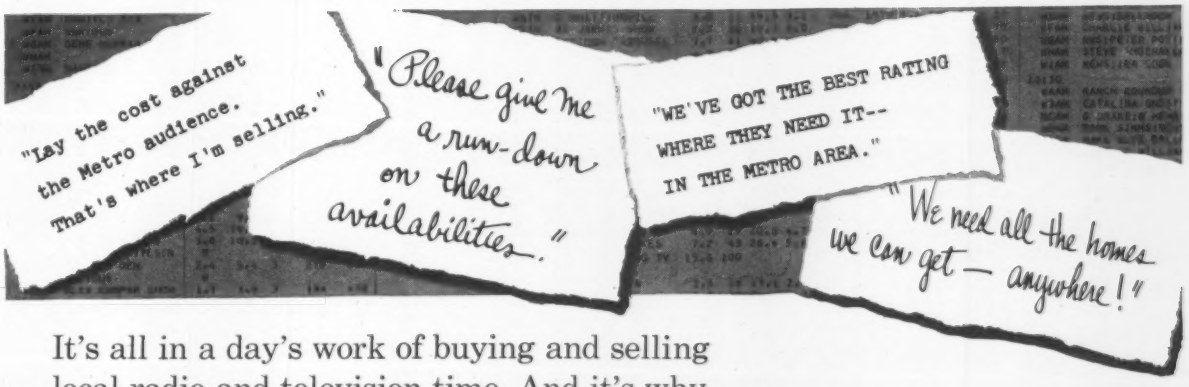
MR. FOX

—to 70 minutes for 'free' tv, and on top of that I had to find places throughout what was left of Shakespeare to insert mood-shattering commercials." He felt the nation has begun to appreciate "better things" but that the networks have failed to provide "better things" because they "assumed" that only "a million or so Americans" care enough. Mr. Fox interjected that Skiatron will "prove once and for all that culture need not be synonymous with long hair."

Mr. Hurok, though some of his talent may now be committed to appear on the commercial networks, is "through" with commercial television. His involvement with Skiatron, however, will in no way affect the careers of his talent, "which may wish to appear on free tv." In fact, he would encourage them to do so since it would afford them "greater exposure" to "our future patrons." He felt that from a strict earnings standpoint, most of his talent "welcomed the opportunity" of appearing on Skiatron since they would not only be assured of substantially higher fees but of subsequent royalties based on playbacks of their programs. Asked about the status of singer Patrice Munsel, a Hurok client and now on ABC-TV, Mr. Hurok explained that she is under no network contract and "probably her show won't last that long."

Commented Mr. Fox: "This is really a poor man's medium—the amount of money a viewing family will save per month by staying in to see what they formerly would go out [to see] will represent a tremendous saving." He felt that the basic economics of pay-tv are "yet to be developed" but "that somebody has to lay the groundwork."

He also touched upon his "opposition," notably from rival pay-tv firms and the theatre exhibitors who envision the advent


"Lay the cost against the Metro audience. That's where I'm selling."
"Please give me a run-down on these availabilities."
"WE'VE GOT THE BEST RATING WHERE THEY NEED IT-- IN THE METRO AREA."
"We need all the homes we can get — anywhere!"

It's all in a day's work of buying and selling local radio and television time. And it's why . . .

Nielsen Station Index gives you both Station-Total and Metro-Area facts

NSI Station-Total Audiences
(counting all the homes tuned in, regardless of their location)

For cost-per-thousand appraisals...multi-market campaigns...local radio or tv effort needing the full reach of the stations...

NSI Station-Total data are indispensable.

NSI Metro-Area* Audiences
(reporting the intensive market area)

For matching radio or tv to brand needs... appraising brand impact against competition ...measuring "inner area" campaigns...

NSI Metro-Area data are indispensable.

Each is essential; neither is sufficient by itself. You need both Station-Total and Metro-Area data for profitable time buying and selling. The Nielsen Station Index gives you both, in their full dimensions:

- ▷ **Homes reached cumulatively in a month** *(and in a week, for the weekly radio strips)*
- ▷ **Quarter hours received per home** *(for weight of impact)*
- ▷ **Per-broadcast audience facts** *(for station time period comparisons)*

Only the Nielsen Station Index regularly reports *both* Station-Total and Metro-Area Audiences...in the full dimensions of radio and television.

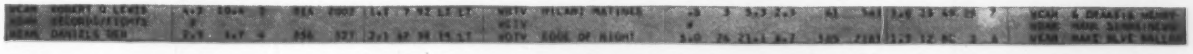
*The accepted U.S. Census-defined Metropolitan Marketing Areas. Comparisons with other major marketing areas are available on request.

Nielsen Station Index a service of the **A.C. Nielsen Company**

2101 Howard Street, Chicago 45, Illinois—HOllycourt 5-4400

Call . . . wire . . . or write today for all the facts

Chicago 1, Illinois	New York 36, New York	Menlo Park, California
360 N. Michigan Ave.—FRanklin 2-3810	500 Fifth Ave.—PEnnsylvania 6-2850	70 Willow Rd.—DAvenport 5-0021



of pay-tv as a direct threat to their existence. "The theatre owners have got their heads in the sand. . . . They just don't seem to realize that the past seven or eight years have witnessed a great social upheaval in American entertainment." He said that Skiatron would not try to "beat out" any exhibitor in the showing of motion picture film, that Skiatron would enter into the bidding with the theatre owners for theatrical first run films and that, "both of us could show the same picture at the same time . . . but of course we would probably show it cheaper." Nor will Skiatron try to put its competitors in pay-tv out of business. "As a matter of fact," Mr. Fox declared, "we will even lease our product to rival firms."

Asked to comment on charges that when Skiatron becomes fully grown it will "go commercial," Mr. Fox "promised" that "so long as I have something to do with this company, Skiatron will not show commercials. We don't subscribe to asking for double payment."

Mr. Fox also touched upon his recent contract with Rediffusion Ltd., London, whose terms call for the use of Rediffusion's "technical know-how" in developing the Skiatron system in the Western Hemisphere. The 21-year agreement is "in no way conflicting" with the work of Skiatron Electronics, parent firm of Skiatron Tv, and has met with "the complete endorsement" of Skiatron President Arthur Levey. Rediffusion, a toll tv pioneer, already has established pay-tv operations "profitably" in 35 cities throughout the world and "with their technical operations coordinated with our own engineers," Mr. Fox asserted, "Skiatron is now free to establish franchises with local operators for joint development of subscribers in their specific areas and concentrate on the acquisition and development of programming."

Asked to detail some of the programs he and Mr. Hurok already have prepared, Mr. Fox demurred, saying, "Why should we make them public now? It would just tip off the networks who would rush out, sign the talent and air it, then say, 'See, we're giving it to you for free.' "

UP Offers Tv Review Column

The United Press began feeding its first tv review column on its wire last week. UP's reviewer is William Ewald, who will be writing for afternoon newspapers Monday through Friday. Mr. Ewald has been writing a special tv-radio news column for UP for the past two and a half years. UP also will continue to carry personality features about tv performers six days weekly for afternoon papers, four to be written by Vernon Scott who is in Hollywood and two by Fred Danzig in New York.

Phoenix Outlets Oppose Pay Tv

A hearing was held Thursday before Maricopa County Board of Supervisors, Phoenix, Ariz., on the application of Direct Wire Service for a wired television franchise in the county. The firm recently was granted a certificate by the Arizona Corporation Commission to operate a toll television system as a public utility in Maricopa County.

Metropolitan Phoenix Broadcasters Assn. is considering ways of meeting this potential competition. Tom Chauncey, KOOL-TV, said the city's broadcasters held a meeting Dec. 5 to consider plans.

C & C TV Offered Option To Buy Skiatron Tv Control

An offer to C & C Television Corp., New York, of an option to acquire 87½% of the capital stock of Skiatron Tv Inc. and Skiatron International Corp. has been made by Matthew Fox, president of and a substantial stockholder in C & C Television and the Skiatron companies.

The latter organizations hold world-wide rights to a subscription tv system as perpetual licensees of Skiatron Electronics & Television Corp., New York. The terms upon which the option may be exercised will be submitted to C & C Tv stockholders at the company's annual meeting next spring. If the option arrangement is approved by stockholders, it would last until 1961.

L. A. Council May Approve Wired Pay Tv This Week

The Los Angeles City Council this week may take the final step necessary to authorize the installation of closed circuit toll tv within the city. Or it may not.

In October, after months of deliberation, the council granted franchises to three applicants for toll tv systems [PROGRAM SERVICES, Oct. 21]. In November, the city attorney's office accepted bonds of $100,000 each from two of the applicants—Skiatron Tv Inc., and (jointly) Fox West Coast Theatres and International Telemeter Corp. [PROGRAM SERVICES, Dec. 2]. On Dec. 3, the council heard the first reading of a city ordinance that would put these two franchises into effect [PROGRAM SERVICES, Dec. 9].

Last Tuesday the ordinance was to have been read for the second time. Instead, the council voted to postpone the reading for three months. This would have meant that no installation could be started before mid-March at the earliest—far too late to provide even token service by the opening of the 1958 baseball season in April.

Jerome Doff, vice president of Skiatron, which reportedly has an agreement for exclusive telecasting rights to the games of the Los Angeles Dodgers for the 1958 season, appeared before the council on Wednesday and assured members that toll tv would provide new programming and would not deprive citizens of programs now seen on free tv without payment by set owners. The council then voted to shorten the delay from three months to one week and to schedule the final reading of the ordinance for this Wednesday.

Capitol Records Buys Angel

Capitol Records Inc. has purchased Angel Records from Electric and Musical Industries Ltd. of England for an undisclosed sum. The transaction was announced by Glenn E. Wallichs, Capitol president. Angel Records is the American subsidiary of the British recording firm.

TRADE ASSNS.

TVB TELLS 1,700 OF TV'S MERITS

- **'Vision of Television' lauded**
- **N. Y. official sees 'Tv City'**

An estimated 1,700 advertiser, agency and television people watched and applauded Television Bureau of Advertising's "Vision of Television" presentation at a breakfast meeting at New York's Waldorf-Astoria Hotel last Tuesday.

They also heard a New York City official promise that New York "will remain the television capital of the world and we in city government stand ready to work with you to maintain this end."

Welcoming the New York group, William R. Peer, executive secretary to Mayor Robert F. Wagner, scoffed at oft-circulated talk that tv production is moving from New York to Hollywood. "They may have one of our baseball teams," he said, "but they don't and won't have tv. . . . We in New York plan to keep the title, the business and the heart of television right here." He continued:

"The truth is that New York has every intention of maintaining its leadership in this great industry. . . . We want you here and we firmly believe that you want to stay. To this end we shall do everything in our power to meet your desire. . . . Television production and sales have centered here, increased in recent years, reaching an all-time high last year. I don't think that it is too far-fetched, to keep this spiral turning upwards, to envision one all-inclusive television city. A city within the greatest city, large enough to house all needed facilities for now and the future—the city within New York that television built."

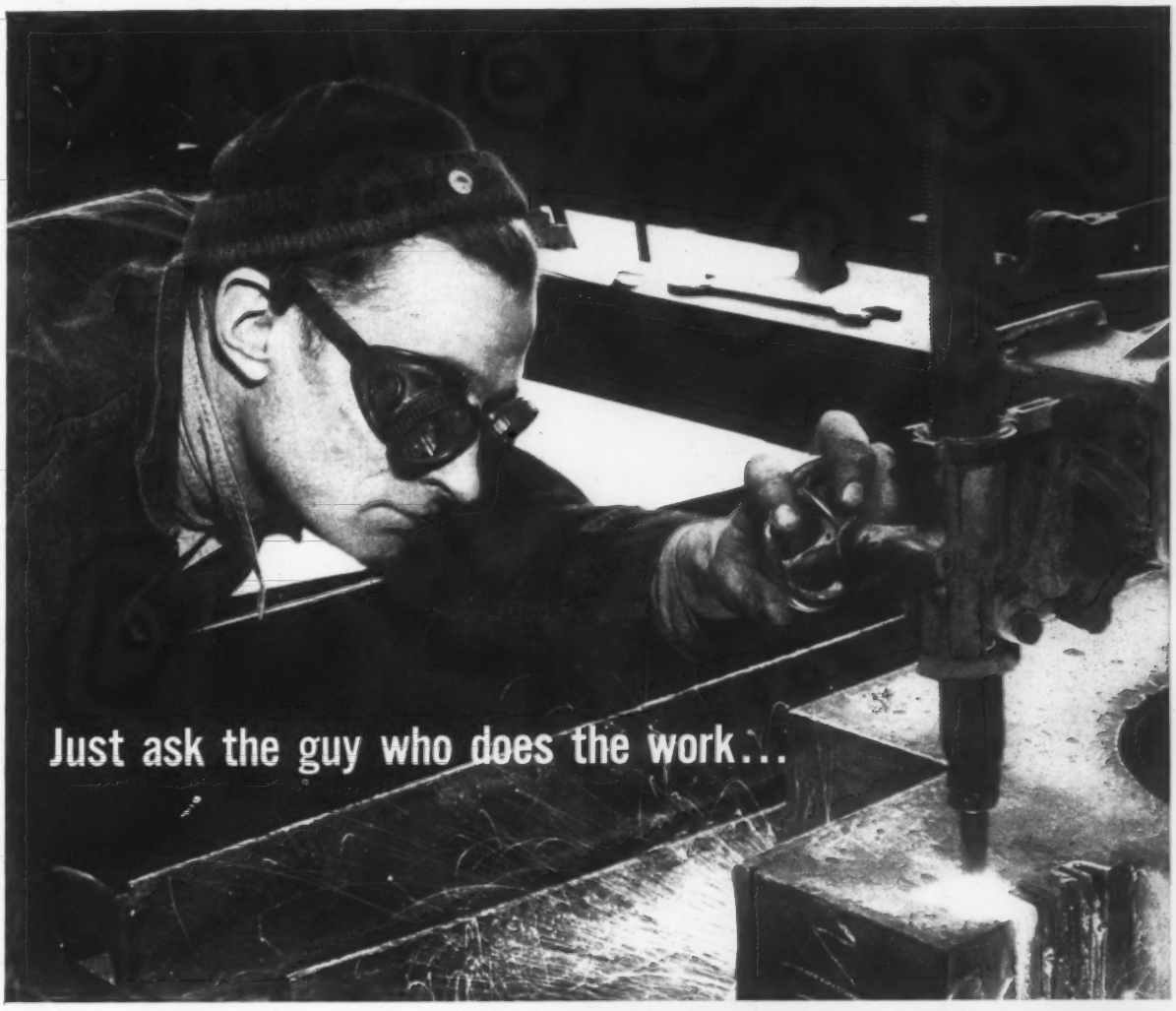
TvB's cellomatic presentation, updated since its showing in Chicago late last month [TRADE ASSNS., Nov. 25], was to be displayed for Philadelphia advertising and tv executives last Friday.

It makes the point not only that television provides greater coverage at less cost than print media, but also that people who spend the most time with television also spend more for advertisers' goods and services.

Research, the presentation notes, has shown repeatedly that "the homes that *view* the most, *buy* the most . . . drive their cars the most . . . smoke the most cigarettes . . . drink the most frozen juices . . . drink the most beer . . . plan to buy the most electrical appliances. . . ."

Comparing tv commercials with newspaper ads, TvB President Norman E. Cash —who with TvB salesman John Sheehan conducted the presentation—said, "We estimate that the average 20-second television spot gives you four full television pages. The average minute commercial gives you up to 10 television pages. Thus, when the average full-page newspaper ad requires only five or six television pages to show the same thing, you have other space, extra space, on television . . . with sound on top of picture."

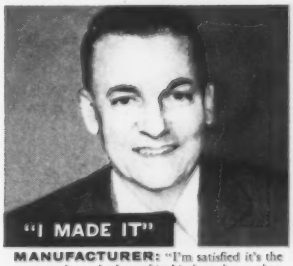
Mr. Cash answered the complaint that "tv's fine, but I need color." Color is indeed



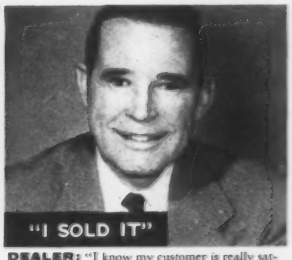
Niagara Falls Machinist says:

"I'm right there! I see how much research, skill and plain hard work goes into today's top products...

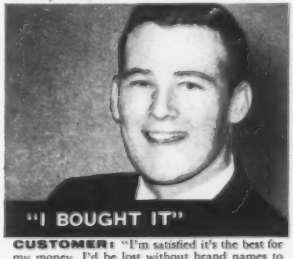
I'm always satisfied most with a BRAND that's made a NAME for itself!"



MANUFACTURER: "I'm satisfied it's the most modern, the best of its kind on the market. That's the only way to win satisfied customers—with a top quality product. And, that's the way to keep them, too!"



DEALER: "I know my customer is really satisfied. That's the way with well-known brands. They offer the latest improvements and widest choice. Name brands certainly save everybody a lot of headaches."



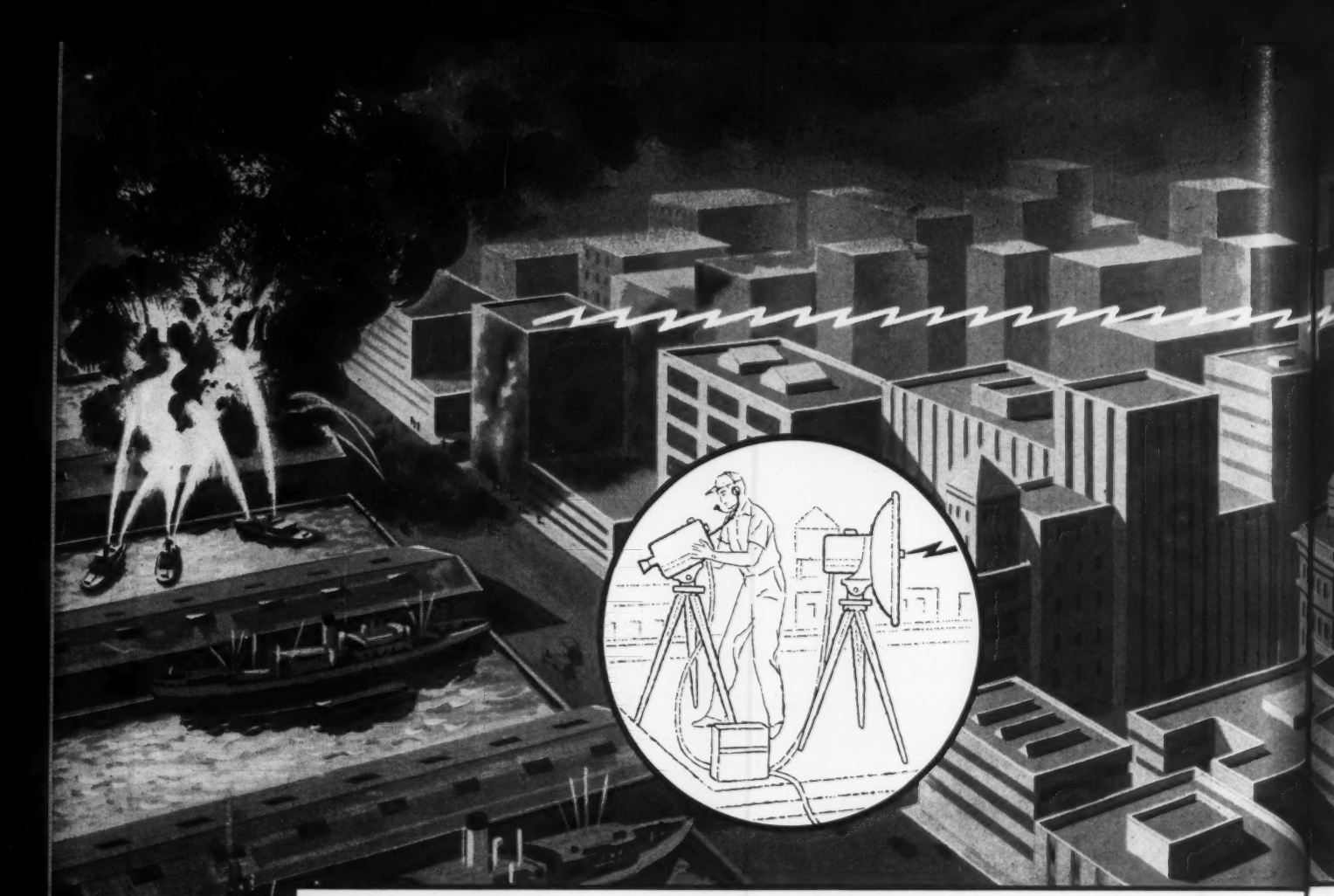
CUSTOMER: "I'm satisfied it's the best for my money. I'd be lost without brand names to guide me. My wife and I can even order by phone without taking any risk. We know we're getting what we want."

This non-profit organization is dedicated to the principle that manufacturers' advertised brands serve the public best . . . offering the latest improvements, the widest varieties, the best values.

THE BRANDS YOU SEE ADVERTISED IN THIS MAGAZINE ARE NAMES YOU CAN TRUST!
They stand firmly behind every product and claim they make.

BRAND NAMES FOUNDATION, INC. • 437 FIFTH AVENUE, NEW YORK 16, N. Y.

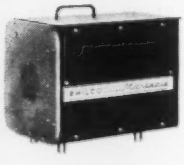
BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington, D. C.
A member of the Audit Bureau of Circulations



PHILCO TLR-5 MICROWAVE

Provides Fast Set-Up and

Transmitter Control & Power Supply Unit



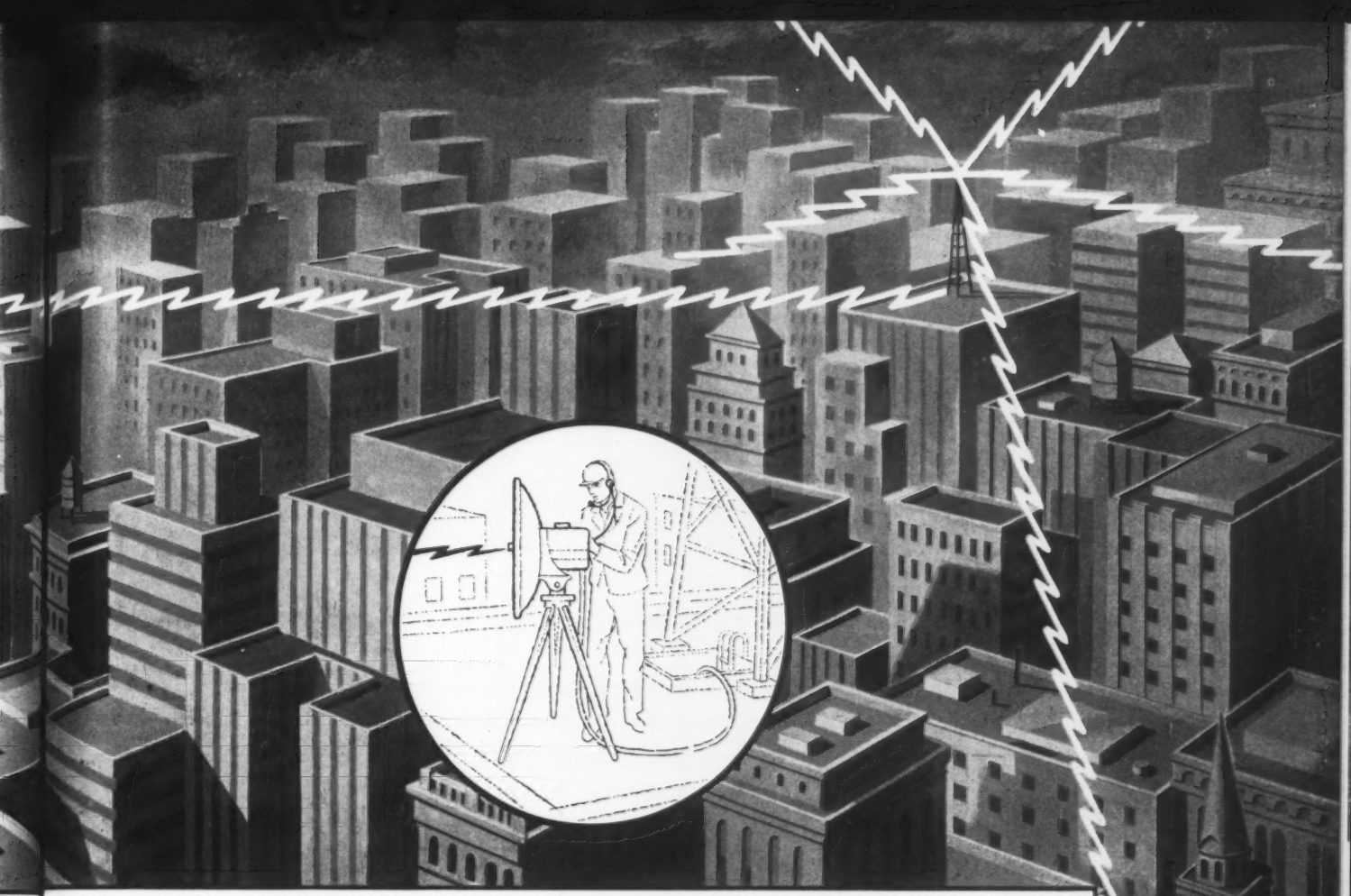
Transmitter RF Head

HERE is outstanding performance reliability for fast, remote TV relaying . . . easy to carry . . . quick to set-up . . . simple to check-out. With a new Philco TLR-5 system, you can be on-the-air in a matter of minutes —for coverage of virtually any location in your area.

Philco TLR-5 Microwave provides completely portable relaying for NTSC compatible color or monochrome TV signals . . . plus 15KC audio channel. Here is a completely modern microwave system, especially designed to meet the needs of TV broadcasters for thoroughly dependable, remote TV operation. The TLR-5 delivers one full watt output to insure operational reliability. Built-in metering facilities assist in rapid system check-out for fast, on-the-spot operation.

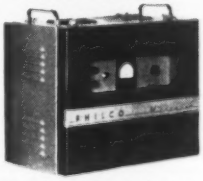
Philco TLR-5 systems are available for Common Carrier and S-T-L bands. High video signal-to-noise ratio assures you of clear pictures even from difficult propagation areas. Plug-in circuit construction simplifies maintenance by permitting substitution of the most critical units.

Philco Engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Write today for TLR-5 specification sheet.



Check-Out for Remote TV Pickups!

Receiver Control Unit

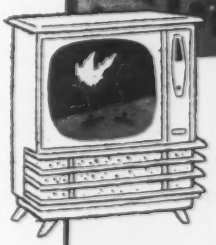


Receiver Power Supply

Receiver RF Head

★ Meets all NTSC requirements for compatible color relaying. ★ Provides full multiplexing audio channel. ★ Lightweight units "suitcase" packaged for easy portability. ★ Designed for split-second set-up and check-out . . . gets your remote pickups on-the-air quickly. ★ Completely weatherproof RF heads. ★ Built-in metering of all important circuits. ★ Extremely high sensitivity . . . low noise receiver. ★ Backed by Philco's complete survey, installation and maintenance service.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering. Look ahead . . . and you'll choose Philco.



PHILCO®

Government & Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

fine, he said, but black-and-white has sold with great success many products which are themselves in color—including cosmetics, where the need for color would seem paramount.

He noted that 257 stations, representing 96% of all tv homes, have colorcasting equipment and that more than 75 sponsors have used color tv.

"Color is important and growing," he acknowledged, "but he who waits for color to be universal may find himself too late, his competitor too far ahead of him. Important as color is, black-and-white is performing some miracles of color selling."

Added to television's other advantages is that of quickness, Mr. Cash asserted. Where an advertiser in a monthly magazine takes 30 days to reach his audience, he said, it is possible to reach the same number of people —and more—in one nighttime broadcast in television.

Lawrence H. (Bud) Rogers II, WSAZ-TV Huntington, W. Va., opened the session with a brief welcoming talk as chairman of the TvB board.

Installation Held in Houston

Officers of the Radio & Television Executives Assn. of Houston were installed at the group's December banquet meeting. They are Dave Morris, general manager of KNUZ, president; Bill Bryan, manager, KTRH, vice president; Les Hunt, KGUL-TV, treasurer, and Dean Benton, J. A. Walsh & Co., secretary. On the board: Bill Walbridge, KTRK-TV; Jack McGrew, KPRC; Sam Bennett, KTHT, John Paul Goodwin, Goodwin-Dannenbaum Advertising Agency; Charles Giezendanner, Gregory-Giezendanner Advertising Agency; Bob Aylin, Aylin Advertising Agency; Bob Dundas, Foley's Department Store, and W. Ervin James, counsel. A clinic on the new Nielsen reporting format was announced for the January meeting. John T. Jones, president of the *Houston Chronicle*-KTRK (TV), was principal speaker at the installation banquet.

Radio Sets, Billings Up NARTB Committee Told

Radio time sales for 1957 will run well ahead of 1956 and set sales are bringing increased listening, NARTB's Am Radio Committee was told last Tuesday.

National spot sales are particularly bright, according to John F. Meagher, NARTB radio vice president. He said spot showed a gain of almost 32% for the first three quarters of 1957 compared to the same 1956 period. Network sales are on the increase, he told the committee. Local sales, too, have been moving upward this year.

Radio membership of the association has increased by 50 this year, now totaling 1,406. Mr. Meagher reported the public is buying radio receivers at a rate 10% above the 1956 level.

Meeting in Washington, the am committee was presided over by Chairman F. C. Sowell, WLAC Nashville, Tenn. It went over plans of a research committee working out ways of measuring "the true proportion of radio listening." This group is to report to the NARTB Radio Board at its Jan. 22-24 meeting in Phoenix, Ariz.

Another NARTB committee investigating telephone transmission tariffs was commended for its efforts "to bring about greater understanding of the interlocking responsibilities of broadcasters and AT&T." The tariff group was urged to seek improved quality in telephone lines and to obtain a reappraisal of line costs.

Approval was given a sampling technique for a radio employment and wage study

Proposals of a subcommittee to provide identification for stations subscribing to the Standards of Good Radio Practice were reviewed. Visual and audio symbols built around the phrase "A Good Practices Station" will be presented to the NARTB Radio Board. The visual symbol will be used in printed and promotion material.

The committee wants the Radio Board to consider a standard format for rate cards. This would be designed to aid timebuyers in figuring out the cost of radio campaigns. Also considered were ways of telling member stations about industry service groups whose business practices are considered objectionable or fraudulent. Stations were warned that programs with lottery angles must comply with federal, state and local laws. Legal, legislative and copyright problems were discussed along with advertising tax levies in Batlimore and those proposed for St. Louis.

Attending besides Chairman Sowell were Grover C. Cobb, KVGB Great Bend, Kan.; William C. Grove, KFBC Cheyenne, Wyo.; Cecil B. Hoskins, WWNC Asheville, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; Jerome Sill, WFPG Atlantic City, N. J.; Todd Storz, Storz Stations; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Merle H. Tucker, KGAK Gallup, N. M.; Jack S. Younts, WEEB Southern Pines, N. C.; Carleton D. Smith, NBC, and Joseph H. Ream, CBS.

NARTB staff participants included President Harold E. Fellows; Douglas A. Anello, chief attorney; Donald N. Martin, public relations assistant to the president; A. Prose Walker, engineering manager; Vincent Wasilewski, government relations manager, and Thomas B. Coulter, assistant to the radio vice president.

State Assn. Presidents to Meet

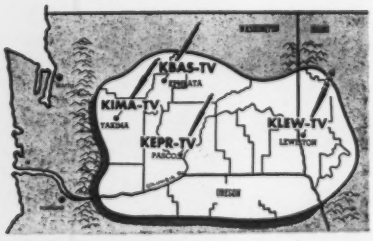
NARTB'S third annual Conference of State Association Presidents will be held Feb. 18-19 in Washington, according to President Harold E. Fellows. The program will include talks by government and industry leaders, reports from some of the state presidents and NARTB staff reviews of state-national issues.

Mr. Fellows said the meetings provide a forum for the exchange of ideas on ways to improve broadcast service to the public. Last year, 46 state associations were represented at the conference.

I'm a patient man, Smidley.

Lord knows how long I've waited for just one Cascade order across this desk. But I've had it. I won't sit here and let an exclusive billion dollar market be ignored. If you can't spot the West's biggest TV buy—one of the nation's top 75, then Smidley, in my book, you're no time buyer.

And heaven knows I've tried.



CASCADE
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

THE THREE B'S SOUND BETTER ON WVCG

COLLINS 20V GIVES GREATER MIAMI'S "GOOD-MUSIC" STATION HIGH FIDELITY SOUND

—WVCG is greater Miami's "good-music" station. To broadcast the classics with high fidelity reproduction WVCG uses a Collins 20V Kilowatt Transmitter, designed for continuous high fidelity operation. Rated at 16 kc, WVCG reports its 20V actually operates at 19 kc. To be a successful "good-music" station you broadcast with high fidelity equipment—you get it from the *creative leader in communication* COLLINS

FELLOWS: PAY TV THREAT TO SECURITY

- **FCBA hears NARTB head**
- **He asks end to Canon 35**

Pay television is a definite threat to the future security of the U. S. and of the world, NARTB President Harold Fellows told approximately 85 members of the Federal Communications Bar Assn. at a luncheon meeting in Washington last week.

Mr. Fellows also appealed for an end to the American Bar Assn.'s Canon 35 and explained the NARTB's position regarding congressional investigations.

Pay tv would limit the flow of information at a time when the goal of "total information" appears to be the only alternative to "total destruction," Mr. Fellows declared. "The only hope for mankind's survival is to be found in universal understanding . . . [and] there is an implicit danger in the idea of limiting the availability of free carriers of information . . ." he told the communications lawyers. Mr. Fellows continued:

"I happen to think that pay television opposes—insofar as it limits—the whole concept of mass communication [which] is going to be very important in our future world. Free television runs in the direction of encouraging total circulation of total information and, contrariwise, paid television tends to place limitations upon this desirable objective. If for no other reason, I find this sufficient cause to take issue with the proponents of paid tv."

As a rebuttal to those who contend that opposition to toll tv is a barrier in the way of progress, Mr. Fellows contended that "fulfillment of progress is delayed if not completely arrested when we entertain the idea of converting free television channels to box office." He noted that pay tv proponents contend that their system would utilize only part of the broadcast spectrum. "The possibility that pay tv would gradually expand its influence and thus engage more and more of the time of free television, is sufficiently realistic to represent a threat to our whole broadcasting structure," Mr. Fellows said.

Stressing the point that he was talking about "the public's freedom, not the freedom of the broadcaster himself," Mr. Fellows stated that Canon 35 "infringes upon the public's right to know . . . and be informed through the up-to-date means of electronic journalism." The canon bars still and movie cameras from courtrooms.

Turning to congressional investigations, the NARTB president said that some broadcasters have criticized the association because, in the past, it has not moved to stop investigations before they get started. "Frankly, we don't believe it's our function to stop inquiry," Mr. Fellows said. "We believe it is our function as a representative of the broadcasters to answer questions honestly and fully. . . ." He did express the NARTB's belief that "some of the inquiry is a waste of the taxpayer's money—and not too infrequently induced because someone has an idea that this is a method of making political hay."

Second Study Completed On Propagation by AMST

The second field study of tv signal propagation, at Baton Rouge, La., has been completed by the Assn. of Maximum Service Telecasters and will be submitted soon to the Television Allocations Study Organization.

The first such study under AMST auspices covered Wilkes-Barre, Pa., and was delivered to TASO last October. A third study, of the Madison, Wis., area, has been completed and is being assembled, while a fourth study is under way in the Fresno, Calif., area.

Information on the field studies was submitted to AMST's board of directors meeting in Tulsa Dec. 6. The board was the guest of board member Harold C. Stuart, KVOO-TV Tulsa.

Other board actions:

- Five new stations were accepted as members. They are KOA-TV Denver, WFIL-TV Philadelphia, WBIR-TV Knoxville, WRGP-TV Chattanooga and KSIX-TV Corpus Christi.
- A special committee was appointed to approve an emblem for AMST members. It comprises Donald D. Davis, KMBC-TV

HE'S MOVING

—and he's going to make a lot

**A most significant affirmation of the effectiveness of the CBS Radio Pacific Network and nighttime radio.*

Kansas City, chairman; Robert D. Swezey, WDSU-TV New Orleans, and Harold Hough, WBAP-TV Fort Worth.

• The board authorized the staff of AMST to "participate fully and vigorously" in the FCC's 25-890 mc study. It also noted that this proceeding is of vital importance to the television industry since it deals with the spectrum area in which all tv stations are located.

• AMST's technical committee, under the chairmanship of Joseph B. Epperson, WEWS (TV) Cleveland, reported on the recommended points to be emphasized in AMST's filing in the FCC's vhf booster proceeding.

• The board scheduled AMST's annual membership meeting for April 27, 1958, in Los Angeles, prior to the NARTB convention there.

• The board heard reports on administration from Lester W. Lindow, executive director; on budget from Harold Gross, WJIM-TV Lansing, Mich., treasurer; on legal matters from Ernest Jennes, legal counsel.

Other board members attending were Jack Harris, KPRC-TV Houston, chairman; John H. DeWitt, WSM-TV Nashville, Tenn., and David M. Baltimore, WBRE-TV Wilkes-Barre, Pa. Guests of the board were AMST members James Richdale Jr., KOTV (TV), and Mike Shapiro, KTVX (TV), both Tulsa. In addition to Mr. Epperson, the technical committee session was attended by Howard Head, A. D. Ring & Assoc., consulting engineer, and Henry B. Rhea, Triangle stations.

NARTB Asks to Plead Before ABA Delegates

The broadcasting industry's opposition to Canon 35, the American Bar Assn. rule banning electronic reporting of court trials, should be laid before the ABA House of Delegates, the NARTB's Freedom of Information Committee decided Thursday at a New York meeting.

The committee supported NARTB President Harold E. Fellow's request for industry appearance at the House of Delegates meeting in Atlanta Feb. 24-25. The NARTB group discussed a recommendation by an ABA subsidiary committee that minor changes be made in Canon 35. These changes would not remove the basic ban against radio-tv reporting of trials. They originated in the American Bar Foundation, a separate research-in-formation unit of ABA, which had assigned the canon matter to a special committee.

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB group, announced the association is mailing a kit to broadcasters to be used as a guide in freedom-of-access activities. The kit is titled, "The Peoples' Right to Know." Howard H. Bell, NARTB assistant to the president, said 38 state broadcaster associations have formed freedom of information committees. He noted that the state bar in Texas has decided to reject the proposal that state courts use Canon 35 as a procedure guide.

The NARTB group endorsed in principle the objectives of a bill (S 1248) introduced by Sen. Thomas C. Hennings Jr. (D-Mo.). The bill would curtail secrecy tactics in governmental agencies. It is pending before a Senate Judiciary subcommittee.

Mr. Swezey was assigned to attend the Jan. 22-24 meeting of the NARTB board in Phoenix, Ariz., as committee spokesman.

Committee members attending besides Chairman Swezey were Edward F. Baughn, WPAG Ann Arbor, Mich.; Otto P. Brandt, KING Seattle; Joseph L. Brechner, WGKV Charleston, W. Va.; Carl J. Burkland, WAVY Norfolk, Va.; Richard O. Dunning, KHQ Spokane. Wash.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank P. Fogarty, WOW-TV Omaha; Daniel W. Kops, WAVZ New Haven, Conn.; H. William Koster, WEAN Providence, R. I.; Robert T. Mason, WMRN Marion, Ohio; Robert L. Pratt, KGGF Coffeyville, Kan.; Victor A. Sholis, WHAS-TV Louisville, Ky.; William McAndrew, NBC; John Daly, ABC; Sig Mickelson, CBS; Robert Hurleigh, MBS Washington, representing Radio-Television Correspondents Assn., and Theodore F. Koop, CBS Washington, Radio Television News Directors Assn. and Sigma Delta Chi.

Post-Convention Tour Planned

A Hawaiian tour has been scheduled after the NARTB convention in Los Angeles April 27-May 1) by Travelguide, California travel agency. The seven-day tour will leave Los Angeles May 2, according to Hal

OVER...

of new friends!

The 10 PM Richfield Reporter, one of the West's oldest and most distinguished radio news programs, will be heard on the CBS Radio Pacific Network starting January 1, 1958*

Sawyer, former network announcer now in the travel field. A special Pan American DC-7C plane will carry those in the party, with hotel accommodations at the Surfrider Hotel on Waikiki Beach.

The program includes trips around Oahu Island, open house at radio-tv stations, fishing and other events. The tour returns to Los Angeles May 9, but extensions can be arranged. Travelguide is located at 6381 Hollywood Blvd., Hollywood 28, Calif.

Read Accepts Chairmanship Of TvB's Membership Group

A. Louis Read, vice president and commercial manager, WDSU-TV New Orleans, has accepted the national chairmanship of the Television Bureau of Advertising's membership committee, according to Norman E. Cash, TvB president. Mr. Read replaces Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va., elected TvB chairman of the board.

Working directly with Mr. Read will be William B. Colvin, TvB director of station relations, and the following committee heads:

Northeast area—Lloyd Griffin, Peters, Griffin, Woodward, New York; southeast area—Gaines Kelly, WFMY-TV Greensboro, N. C.; midwest area—Bernard Barth, WNDU-TV South Bend, Ind.; northwest area—Harold P. See, KRON-TV San Francisco, and southwest area—Winston Linam, KSLA-TV Shreveport, La.

Plans Committee Approves RAB Agenda for Half of '58

The operating agenda of Radio Advertising Bureau for the first six months of 1958, for which a $450,000 budget has been allocated, was approved unanimously by the RAB plans committee, officials have announced.

They said projects to be undertaken for Jan. 1 include development of major presentation on nighttime radio, using extensive new research; updating of RAB co-op advertising data, covering 500 advertisers and adding 100 others; preparation of two advertiser package mailings; publication of new listening habits study covering teenage boys; compilation of results of new group of radio awareness tests, and printing of more than 80 new promotional brochures for member stations.

Pioneers Organize in K. C.

Broadcasters in the Kansas City area have organized a "Heart of America" chapter of Broadcast Pioneers, according to John Patt, WJR Detroit, president of the national association. Heading the move in the area, which includes parts of Missouri and Kansas, are Donald D. Davis, John T. Schilling, Henry Goldenberg, Dick Smith and George J. Higgins of KMBC-AM-TV; E. K. Hartenbower and Clarence Kemp, KCMO-AM-TV; H. Dean Fitzer and V. S. Batton, WDAF-AM-TV.

A move to form a chapter in Los Angeles is headed by Howard Meighan, CBS; Calvin J. Smith, KFAC; Frank Mullen, consultant, and Robert O. Reynolds, KMPC.

ELECTRONICS AT NEW HIGH IN '57

- **'58 outlook good despite troubled general business signs**
- **EIA's Secrest makes optimistic report to U. S. Chamber group**

Business and manufacturing in general see trouble signs ahead but the electronics industry set alltime records in 1957 and expects to leave these figures far behind in 1958.

The electronics manufacturing roundup was one of the brightest spots in the annual business outlook symposium held Thursday in Washington by the U. S. Chamber of Commerce and 14 cooperating trade associations. James D. Secrest, executive vice president of Electronic Industries Assn., pointed out that:

• Factory output of radio sets rose 9% from 13.9 million in 1956 to an estimated 15.3 million receivers in 1957. Another rise of 0.5 million is coming in 1958.

• Tv set production dropped from 6.7 million last year to 6.5 million in 1957 but should reach 7 million in 1958.

• Color tv totaled only 200,000 sets and 1958 doesn't look good.

• Total electronics industry output rose from $5.9 billion in 1957 to over $7 billion this year and is due to go up another 8-10% next year.

• Military procurement easily tops the electronic field—$3.5 billion in 1957, up from $2.7 billion a year ago. It's certain to keep climbing.

Mr. Secrest joined trade association executives from chemical, iron and steel, auto dealers, retailing, food chains, contractors, home builders, railroads, truckers, aviation, finance and foreign trade in reviewing 1957 developments and looking into 1958's potential.

Dr. Emerson P. Schmidt, economic research director of the chamber, took a gloomy view of 1958 general business and industrial prospects. He figured 1958 may be down as much as 5% from 1957, particularly in the first half of the year. He said the 1958 recession is likely to be at least as severe as in 1949 and 1954, when employment was down around 5%. However, he said, "The basic forces making for economic expansion in the long run are as strong as ever and are likely to help prevent any major collapse."

Dr. Schmidt said many essential readjustments already have been made and he noted the chance that before 1958 closes "expansion forces will again exceed the contractive forces which are now clearly visible."

Harry A. Bullis, General Mills board chairman and chairman of the chamber's Economic Policy Committee, took a more cheerful view of 1958 prospects, provided businessmen "show their strength and take any setbacks in stride by meeting competition with increased emphasis on selling, advertising and sound merchandising of quality products." He estimated gross national product around $435 billion in 1957 and figured the sum will be even higher in 1958.

Most of the trade association executives figured 1958 wouldn't be up to 1957. The possibility of 4 to 5 million unemployed in the spring was seen.

Mr. Secrest said the electronics record applied to both dollar volume and total production. Noting the recent stepup in military missiles, he said the higher defense budget will provide funds for a still greater production of the electronic gear used in the newer types of equipment—about a fourth of the entire military procurement dollar.

While tv set production fell off in 1957, he saw a bright side from the manufacturers' standpoint—greater stability and balanced inventories. Most companies improved their profit position, with retail sales declining less than factory output. Retail tv sales will rise in 1958 along with production, manufacturers believe.

Mr. Secrest's predictions are in sharp contrast to a prospectus on the receiver manufacturing industry published by Arnold Bernhard & Co., New York investment adviser [MANUFACTURING, Dec. 9]. This prospectus predicted "a 5% decline in tv set production in view of the developing business recession."

The continued climb in radio set output in 1957 brought production "to near postwar peaks," Mr. Secrest revealed, with "every indication pointing to a continuing trend upward in 1958."

Phonograph sales rose 16% in 1957 and next year are expected to pass the 5-million-a-year mark.

Television retail sales dropped 4% in 1957 and production was down 12%, according to Mr. Secrest. He explained that portable models accounted for a fourth of the 1957 set production.

Factory output of components rose in 1957, largely due to the rising replacement market, and reached $900 million for the year. Transistor sales totaled 27 million units, more than double 1956 production. The ratio of transistor types trebled in auto sets and increased 83% in home and portable receivers.

Mr. Secrest said interest in hi-fi and binaural sound reception plus popularity of home tape recorders has sparked the boom in radio production. As to tv receivers, he said, "while the industry was not happy with its returns from tv, the situation was more stable in 1957 than in 1956 when a score of manufacturers dropped out of the competition. Inventories were in balance with production and sales throughout the year and prices showed some improvement.

"While tv, as well as radio, has reached the stage where almost everyone has a set, second set homes are on the increase. Unlike the auto market, few tv sets are actually traded in for new models. They are more likely to be moved to other rooms in the home. The portable, of course, has given television a mobility and wider viewing area than was possible when tv was confined to the living room. It is significant that be-

WBRE-TV newsreel crew in action, filming the fire which destroyed the Methodist Church in Kingston, Pa., in February, 1957. Use of Du Pont Rapid Reversal Film has made it possible for this station to speed the telecasting of local news events.

"We give our viewers the news as it's made—thanks to Du Pont Rapid Reversal Film"

says Fritz Chamberlain, Staff Photographer, WBRE-TV, Wilkes-Barre, Pa.

WBRE-TV cut processing time for news film more than 85% by using Du Pont 930 and 931 Rapid Reversal Motion Picture Film. While it used to take an hour to develop, fix and dry 100 feet, it now takes only 8 minutes.

"During a recent fire," says photographer Chamberlain, "only 30 minutes elapsed between the time footage was shot and the time home viewers saw the fire on their TV sets. We scored a 'beat' by getting the film on the air before any other station, and we received many favorable comments from viewers because we were showing the fire while it was actually in progress."

WBRE-TV uses Du Pont film for all their programs and in servicing local school and college sports events. "We offer a 48-hour service to these schools," says Mr. Chamberlain, "but by using Du Pont 930 and 931 we are able to return their film within 15 hours.

"By switching to Du Pont Rapid Reversal Films," he concludes, "we now have much faster processing, combined with broad latitude that permits shooting under all lighting conditions. These films can be rated well above their assigned ASA ratings, give us improved sound, and they have eliminated the problem of switching polarity we had when using a negative type film."

FOR MORE INFORMATION about Du Pont Motion Picture Films for every TV use, ask the nearest Du Pont Sales Office, or write Du Pont, Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

SALES OFFICES

Atlanta 8, Georgia . . . . 805 Peachtree Building
Boston 10, Mass. . . . . 140 Federal Street
Chicago 30, Ill. . 4560 Touhy Ave., Lincolnwood
Cleveland 16, Ohio . . 20950 Center Ridge Road
Dallas 7, Texas . . . . . 1628 Oak Lawn Avenue
Los Angeles 38, Calif., 7051 Santa Monica Blvd.
New York 11, N. Y. . . . . 248 West 18th Street
Phila., Pa. . . . 308 E. Lancaster Ave., Wynnewood
Export, Nemours Bldg., Wilmington 98, Delaware

tween 1950 and 1957 home entertainment products dropped from 58% to 21% of electronic factory sales, while the military share rose from 20% to about 50%. Uncle Sam is now by far the industry's biggest customer."

Industrial electronics sales at the factory increased from $950 million in 1956 to $1.3 billion in 1957, with more growth seen in 1958. The industrial lines "offer the greatest promise for the future, already running a close second to home entertainment business and possibly surpassing it next year," Mr. Secrest said. He pointed to the decision of American Automobile Assn. to campaign for electronic controls on vehicles and new highways. He said closed-circuit television made rapid advances in educational and industrial uses, besides making "its debut as an entertainment medium in the home."

The future of wired tv in the home "is problematical," he said.

New Traveling-Wave Antenna Sold by RCA to KGHL-TV

An advanced type of traveling-wave tv transmitting antenna for high power vhf stations was announced last week by E. C. Tracy, manager, RCA broadcast and tv equipment department, Camden, N. J. The first such antenna has been sold to KGHL-TV Billings, Mont., now under construction, he said.

In effect, the traveling-wave antenna is a simple, self-contained unit in which all normally external elements are concealed and protected within the antenna itself, RCA explained. The new antenna features slotted-cylinder construction and a simplified feed system, said to be a design advantage which eliminates adverse effects of external elements on radiation patterns. The antenna gets its name from the electrical design which permits the transmitted tv signal to travel the length of the sectional antenna as a complete wave. In conventional antenna operation, the transmitted energy branches out at each section.

The new ch. 8 KGHL-TV is to go on the air early next year using the new antenna which has a gain of 15, and an RCA 25-kw tv transmitter. Effective radiated power of 316 kw will be produced. The antenna is 114 feet tall and weighs 23,000 pounds-plus. It will be mounted on a 417-foot RCA-Ideco tower. The antenna, which requires no external feed lines, is available in gains ranging from 8 to 19, Mr. Tracy added.

P. N. Fortin is president of Midland Empire Broadcasting Co., owner of KGHL-TV. The station's general manager is Jeff Kiichli.

Cohu Acquires Eastern Firms

Cohu Electronics Inc., San Diego, has acquired Millivac Instrument Corp. and Volkers & Schaffer Inc., both of Schenectady, N. Y., it has been announced by La Motte T. Cohu, president and board chairman of Cohu. They are being merged into Millivac Div. of Cohu Electronics. Dr. Walter Volkers, who formerly headed the firms, remains as president of the Millivac Div. and vice president of Cohu Electronics. Included in the stock transaction—price undisclosed—is a series of patents on electronic tubes and transistors. Addition of the new division, intended to complement component lines of Cohu's Kin Tel Div., is expected to add more than 25% to the total Cohu sales volume in 1958.

Halligan Family Repurchases Hallicrafters for $3 Million

Hallicrafters Co., Chicago electronics firm, has been sold back to William J. Halligan Sr. and members of his family by Penn-Texas Corp., it was announced Wednesday. The purchase for an estimated $3 million in cash was approved by the Hallicrafters board Thursday.

The firm, founded in 1932 by Mr. Halligan, originally was sold March 19, 1956, in an exchange of 332,600 shares of Hallicrafter common stock for 825,000 shares of Penn-Texas common stock (valued at about $6.3 million at the time). Mr. Halligan served as president for Hallicrafters during the period it operated as a Penn-Texas subsidiary.

The sale last week was part of Penn-Texas' plan to relinquish certain holdings to pay off $10 million in short term bank loans.

Buy WAKR.....Sell the Akron Area
At LOWEST COST Per Thousand

WAKR IS 1st

Most Listeners
Most Coverage

*HOOPER
WITH MORE LISTENERS THAN THE OTHER THREE AKRON STATIONS COMBINED.
1st WAKR · 45.7%
* July thru Sept. 1957 7 a.m. thru 10:30 p.m. Mon. thru Fri.

*PULSE
IN AND OUT OF HOME
1st WAKR
IN EVERY QUARTER HOUR PERIOD DAY AND NIGHT
* Oct. 1957: 6 a.m. thru Midnight Mon. thru Fri.

*NCS #2
IN AUDIENCE AND COVERAGE
1st WAKR
* Leads all Akron stations in Summit, Portage, Medina, Wayne and Stark Counties.

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WAKR · RADIO — WAKR · TV
853 COPLEY ROAD • AKRON 20, OHIO

This man needs only one machine

This man is Mr. Richard Parks of KGO—ABC O&O in San Francisco. The machine is an Ampex Model 350. In recording "network," he doesn't use a back-up recorder — yet hasn't lost a program in **three** years of delayed programming. The machine is dependable!

Actually, KGO has thirteen Ampex Recorders performing many different jobs. This reliability is only part of the story, for Ampex machines give you flexible pushbutton control, positive timing accuracy and low maintenance cost.

And you can now buy all Ampex Professional Equipment on a factory-direct basis. For factual information about Ampex recorders, write directly to the address below.

YOU BENEFIT BY DEALING DIRECT

- PERSONAL CONTACT WITH AMPEX THROUGH FIELD SALES ENGINEERS
- COMPLETE PRODUCT INFORMATION AND INSTALLATION SERVICE

NEW YORK, CHICAGO, LOS ANGELES, DALLAS, WASHINGTON D.C., DETROIT, SAN FRANCISCO

AMPEX
CORPORATION
professional products division

854 CHARTER STREET
REDWOOD CITY, CALIF.

WROV

IS RED HOT

IN ROANOKE!

hot new ratings!

1st IN 20 OUT OF 28 QUARTER HOURS, 5 p m TO MIDNITE (average share of audience 38%) 2nd FROM 5:30 a m TO 5 p m

hot new program ideas!

hot new ideas in merchandising!

For the rest of the sizzling story, call Burn-Smith Co. or Burt Levine (collect)

the hot buy

WROV

ROANOKE • VIRGINIA

Burt Levine, President

1240 on your dial

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Walter G. Seeger, chairman of board of directors, Whirlpool Corp., resigns, effective Jan. 1. He will continue as director of corporation.

Eldon Sullivan, previously co-founder and director of Robert W. Orr Assoc. (now division of Fuller & Smith & Ross), joins Cunningham & Walsh as vice president and account executive on Jergens-Woodbury account.

◄ **James H. Graham,** account executive on Pontiac Motor Div. of General Motors Corp., MacManus, John & Adams, Bloomfield Hills, Mich., elected vice president.

David G. Watrous, account supervisor, Tatham-Laird, Chicago, to Benton & Bowles, N. Y., as vice president and account supervisor.

James Walker, vice president-account executive, and **William M. Amundson,** manager of Ruthrauff & Ryan, both in St. Paul office, named senior vice president in charge of operations and vice president in charge of creative services for recently-merged Erwin Wasey, Ruthrauff & Ryan, St. Paul-Minneapolis office.

Julian L. Watkins, formerly associated with Campbell-Ewald Co. as vice president-creative director, and with Campbell-Mithun as vice president-creative review board chairman, to Leo Burnett Co., Chicago, as vice president in copy department and member of agency's plans board.

Charles E. Coe, formerly client service director of Communications Counselors Inc., N. Y., McCann-Erickson's public relations subsidiary, to Reach, McClinton & Co., same city, as vice president and member of agency's plans board.

Anderson F. Hewitt, ► senior vice president, Kenyon & Eckhardt, N. Y., has been elected to agency's executive committee. Mr. Hewitt joined K & E in 1953 as vice president and director and before that was chief executive officer of Hewitt, Ogilvy, Benson & Mather.

Edward N. Mayer Jr., president of James Gray Inc., N. Y., to Communications Counselors Inc., same city, subsidiary of McCann-Erickson, as executive vice president effective Jan. 1.

James Harker, Bozell & Jacobs Inc., Omaha, promoted to vice president.

John Toland, formerly vice president of Erwin Wasey, Ruthrauff & Ryan, to Warwick & Legler, N. Y., as executive vice president.

Mark Byrne, vice president and with media department at William Esty Co., N. Y., appointed director of media.

David K. McCourt, formerly with Carnation Co., to Campbell-Mithum Inc. as account executive.

Jerry Gorin, manager, Barnes-Chase Co., S. F., to Honig-Cooper, same city, as account executive.

Harry F. Walstrum, radio-tv executive at Beckman, Hamilton & Assoc., L. A., to Roche, Eckhoff & Lee, same city, as account executive.

Harry M. Kane, general sales manager of RCA Whirlpool laundry division, Whirlpool Corp., St. Joseph, Mich., promoted to general manager of division, succeeding **Jack D. Sparks,** named director of marketing.

W. R. Entrikin, formerly field service representative, Martin Co., Denver, to Elgin National Watch Co. electronic division, Elgin, Ill., as sales manager.

H. H. Barton, product promotion manager, General Mills, Betty Crocker mixes division, promoted to advertising and promotion manager of household products marketing.

Charles T. Adams, advertising product group manager, General Mills, to Theo. Hamm Brewing Co., St. Paul, as assistant advertising director.

Frank R. McMann, research study director, Institute for Motivational Research, to Emil Mogul Co., N. Y., as research associate, reporting to Research Vice President **Joel L. Martin.**

David A. Weiss, Vernon Pope Assoc., and **Richard W. Stephenson,** N. W. Ayer & Son, join Hicks & Greist, same city, as public relations associates.

Len Blake, senior copywriter, radio-tv department, Benton & Bowles, N. Y., to Grey Adv., same city, in similar capacity.

Terrell Thompson McCarty, 62, president of McCarty Co., L. A., died Dec. 9.

Howard W. Files, 64, vice president, Pillsbury Mills, Minneapolis, died Dec. 7.

FILM

Nat Tanchuck, writer, assigned to new series of 26 half-hour tv programs, *Hawkeye and the Last of the Mohicans,* to be filmed by Normandy Productions for Television Programs of America.

Marshall Grant, 47, veteran motion picture and television producer, died Dec. 4 following heart attack.

NETWORKS

Sy Cohen, executive pressbook editor, Warner Bros. Pictures Inc., to ABN stations services department as stations exploitation executive.

◄ **Henry Hede,** eastern sales manager, ABC-TV, promoted to administrative sales manager. Mr. Hede has been with ABC since 1942 in various administrative and sales posts.

Steel reinforcement for an abdomen

That gossamer screen is stainless steel, inserted to strengthen muscle wall. Stainless steel is so corrosion resistant it can stay in the human body for a lifetime. But stainless is only one of hundreds of types of steel. There are, in fact, more types of steel than there are kinds of wood.

Steel, besides being the lowest priced of all metals, about 7¢ a pound for the most popular types, is also the most versatile. Every product you touch at any minute of your life is either made of or with the help of steel. Think it over—find something that isn't mined with steel, processed, planted, packaged in, or shipped with steel.

This is why the present need for steel expansion is important to you, important to our rapidly rising standard of living. Steel must be kept plentiful to keep it low in cost.

The recent price rises of steel have increased the cost only a *fraction of a cent a pound!*

Prices are for sheet products as compiled by U. S. Bureau of Labor Statistics—July, 1957

REPUBLIC STEEL Cleveland 1, Ohio

WORLD'S LARGEST MANUFACTURER OF STAINLESS AND ALLOY STEELS

STEEL REINFORCEMENT FOR HIGHWAYS or mine roofs is provided by products of two widely diverse Republic divisions. Concrete highways may now be laid in one continuous ribbon, using Reinforcing Bars made by the Truscon Division. These steel bars strengthen the concrete, minimize cracking, eliminate the need for expansion joints, reduce road maintenance. Threaded steel shafts, made by Republic's Bolt and Nut Division, enter the mine ceiling, expand and bolt a plate of steel against the mine roof. Obstructions are eliminated, permitting maximum clearance for men and machines.

◄ **Eugene Wyatt,** national sales manager of ABC-TV, succeeds Mr. Hede as eastern sales manager, in addition to his present duties.

Robert J. Sullivan, formerly advertising and promotion manager, WOR-AM-TV New York, to CBS as radio manager of audience promotion and merchandising.

Dick Jacobs, musical director of Coral Records, N. Y., appointed musical director of NBC-TV's *Your Hit Parade* (Sat. 10:30-11 p.m.).

William G. Rolley, head of his own advertising agency in Atlantic City, N. J., joins MBS as executive producer. He has taken leave of absence from the agency which produces and stages entertainment programs in Atlantic City for the George Hamid-General Artists Corp. group.

Don Dixon, formerly Far East and Washington correspondent with International News Service, to CBS News Washington as morning editor.

Charles W. Russell, program producer who recently has been packaging tv shows independently, to CBS-TV Hollywood, to produce new one-hour live detective anthology series, *Pursuit,* tentatively planned to start in January.

Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV Philadelphia, appointed to executive committee of board of trustees for Carnegie Institute of Technology.

ON behalf of CBS' public affairs department, Joseph H. Ream, Washington vice president of the network (r), accepts a certificate of merit from Leo Hoegh (l), Federal Civil Defense administrator, "in recognition of the network's contribution to the nation's civil defense through its program, *The Day Called X,* telecast on Sunday, Dec. 8" [IN REVIEW, Dec. 9]. The half-hour film dramatized an armed attack on Portland, Ore., and that city's defense organization.

Robert M. Weitman, CBS vice president in charge of program development, has accepted post of coordinator for television industry on American Committee for Israel's Tenth Anniversary Celebration.

William A. Crabbe, 46, member of CBS Radio studio engineering department in Hollywood, died Dec. 9.

STATIONS

◄ **Victor W. Knauth** has been elected chairman of board of WAVZ Broadcasting Corp., New Haven, Conn.

Daniel W. Kops, executive vice president of WAVZ Broadcasting, named president and general manager. **Richard J. Monahan** continues as vice president of corporation. ►

Frank Crane, national sales manager, KPOP Los Angeles, appointed executive vice president of KDAY Santa Monica, Calif., and is operating station. **James Cox,** formerly station manager, is now account executive at station.

Mike Schulman, chief engineer, WETV-TV San Diego, to KSHO-TV Las Vegas as general manager.

◄ **Ed Sloan,** national sales manager, WSSB Durham, N. C., to WAMS Wilmington, Del., as sales manager.

A. L. Pierce, formerly ► traffic manager, salesman and national sales manager, KWFT Wichita Falls, Tex., promoted to sales manager.

◄ **James S. McMurry,** operations manager, WVUE-TV Wilmington, Del., promoted to station manager. He will continue his supervision of overall station operations and assume personal direction of public service programming.

Ken McKendree, sales manager, WTRL Bradenton, Fla., promoted to assistant general manager in addition to his present duties. **Frank Burkard,** WTRL salesman, named assistant sales manager.

Duane Modrow, territorial salesman, Henry Field Aluminum Products Co., to KMA Shenandoah, Iowa, as promotional manager.

Bennet H. Korn, vice president of DuMont Broadcasting Corp. and station manager of WABD (TV) New York, has been appointed executive assistant to **Richard D. Buckley,** vice president in charge of programming and sales for DuMont. Mr. Korn will assume additional supervisory duties over WTTG (TV) Washington and all DuMont tv syndicated operations, including sports network.

J. Vincent Callanan, formerly vice president in charge of sales, WNHC-AM-TV New Haven, to WHAY New Britain, both Connecticut, to handle national business.

Carl Pratzner, former national sales manager for General Bronze Corp., Garden City, L. I., to WNHC Hartford-New Haven, Conn., as director of sales development.

Pat Bradly, formerly with Burke Dowling Adams, Atlanta, to WMBR Jacksonville, Fla., as production director.

Larry Geraghty, newsman, WCSH Portland, Me., named news director of WCSH-TV.

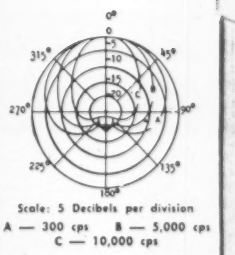
J. Harrison Hartley, who recently resigned as director of WEWS (TV) Cleveland, has joined Connecticut Mutual Life Insurance Co. as representative in Cleveland. Mr. Hartley had been in broadcasting for 28 years, beginning with NBC in New York in 1929. He was with WEWS from its founding 10 years ago.

James Burr Miller, general assignment reporter, *Portland Oregonian,* to KGW, same city, as news and special events director.

Ed Hamlyn, formerly with KWFT Wichita Falls, Tex., to WLWD (TV) Dayton, Ohio, as news editor and public affairs director.

Electro-Voice Model 667 Cardioid Microphone Gives You a Choice of 40 Response Curves! and Presence Control*

THERE'S *NOTHING* MORE VERSATILE ON THE MARKET!

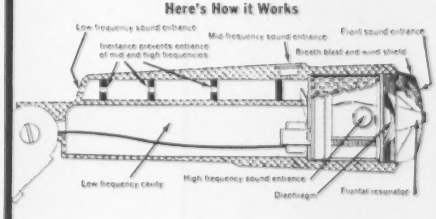


Model 667 does everything well! This new E-V Variable "D" cardioid incorporates an in-line transistor preamplifier which can be located near the microphone or in control room. Individual Bass, Treble and Presence controls select any one of 40 frequency response characteristics for exacting operations.

***Unique new Presence Control** (see response curves on preamplifier) provides 6.5 db boost, at 3500 cps. Switch is located on back of preamplifier.

Increased front-to-back ratio means better discrimination against unwanted sounds. There is no boominess from close talking. Performers can work 2 to 3 times further from the 667 than from conventional microphones—there is no loss of presence. Simplifies boom operation, saves time, eliminates crowding performer. Microphone is small—7½ inches long, 1¾ inches in diameter at maximum—and weighs just 11 ounces. Helps correct for studio acoustic deficiencies, minimizes the problem of flats, performs exceptionally well on location and open-air remotes.

Model 667
Microphone
List $600.00



See your authorized E-V distributor. Get all the facts on Electro-Voice professional microphones. Write for Bulletin 120-BT712

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Export: 13 East 40th Street, New York 16, U. S. A.
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NOW'S the time

to SELLibrate the *new* "point of sale" in the GOLDEN VALLEY...
(Central Ohio)

WHTN-TV
HUNTINGTON • CHARLESTON

★ NEW TOWER
1,000 feet above average terrain

★ FULL POWER
316,000 watts

★ GREATER COVERAGE
554,697 TV homes

★ SALES POTENTIAL
$2,727,662,000 in all the major U.S. Census sales categories

Get the dollars and cents story right now

WHTN-TV
CHANNEL 13
A COWLES STATION • ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by
Edward Petry Co., Inc.

TESTIMONIALS poured in for James D. Shouse (r), chairman of the board of Crosley Broadcasting Corp., and Robert E. Dunville, president, at the anniversary banquet given them last month at company headquarters in Cincinnati. Associates and employes reviewed highlights of the partnership begun in 1937, when Mr. Shouse joined Crosley as vice president in charge of broadcasting and was joined the same year by Mr. Dunville, who came as his assistant. Management and talent of Crosley stations (WLW-WLWT [TV] Cincinnati, WLWD [TV] Dayton and WLWC [TV] Columbus, all Ohio; WLWA [TV] Atlanta and WLWI [TV]) participated in the tribute to the 20-year team.

Chick Hearn, sportscaster, KRCA (TV) Los Angeles, promoted to sports director.

Jack Munley, formerly sports director of KFH Wichita, Kan., to KTVH (TV) same city, in similar capacity.

Al Shore, sales manager, KSWO-AM-TV Lawton, Okla., to KVTV (TV) Sioux City, Iowa, as account executive.

Alfred Di Giovanni, formerly sales account executive with DuMont, to WPIX (TV) New York as sales account executive.

Perry Andrews, host of *Lone Star Dance Party,* KLIF Dallas, to WBAL Baltimore as disc jockey.

Ann Hoins Sturgeon joins WHLI Hempstead, L. I., continuity department.

Burt Toppan, promotion manager, WTVJ (TV) Miami, and **Bettye Spitler,** WTVJ credit department, married Dec. 7.

Edwin C. Schmitter, charter member and former chief photographer of WWLP (TV) Springfield, Mass., died Nov. 26.

REPRESENTATIVES

Alan J. Bell, at one time news writer and assistant producer for WORL Boston and most recently special projects writer with Army Pictorial Service in N. Y., to Peters Griffin, Woodward, as assistant radio promotion-research director.

Martin H. Percival, manager, John E. Pearson Co., S. F., to McGavren-Quinn Co., N. Y., as eastern sales representative.

PROGRAM SERVICES

Mary Dornheim, former copy writer and associate producer with Dr. Frances Horwich of *Ding Dong School,* to Arthur J. Daly, N. Y., tv-radio-film service, in similar capacity.

MANUFACTURING

◄ **Robert C. Bickel,** regional manager of mid-Atlantic states territory, Andrew Corp., Chicago, promoted to sales manager. He has been with Andrew for 10 years in various engineering, field sales administrative positions.

Donald R. Kingdon, sales specialist in receiving tube department of GE at Owensboro, Ky., named district sales manager for receiving tubes and other components sold through distributors.

K. O. Pritzlaff, in various electronic posts for seven years, appointed west coast sales engineering manager for vacuum tube products of IT&T, Components Div., Nutley, N. J., headquartering in Santa Monica, Calif.

Irving K. Kessler, formerly vice president of John B. Stetson Co., to RCA Defense Electronic Products as manager of management engineering.

Basil M. Goldsmith, 49, material control manager of Allen B. DuMont Labs industrial tube division and credited in 1938 with helping build first DuMont electronic tv receivers at firm's Passaic plant, died Dec. 6.

TRADE ASSNS.

Jack Johnstone, partner in Guerin, Johnstone & Jeffries, Los Angeles, elected to board of directors of Western States Advertising Agencies Assn.

PERSONNEL RELATIONS

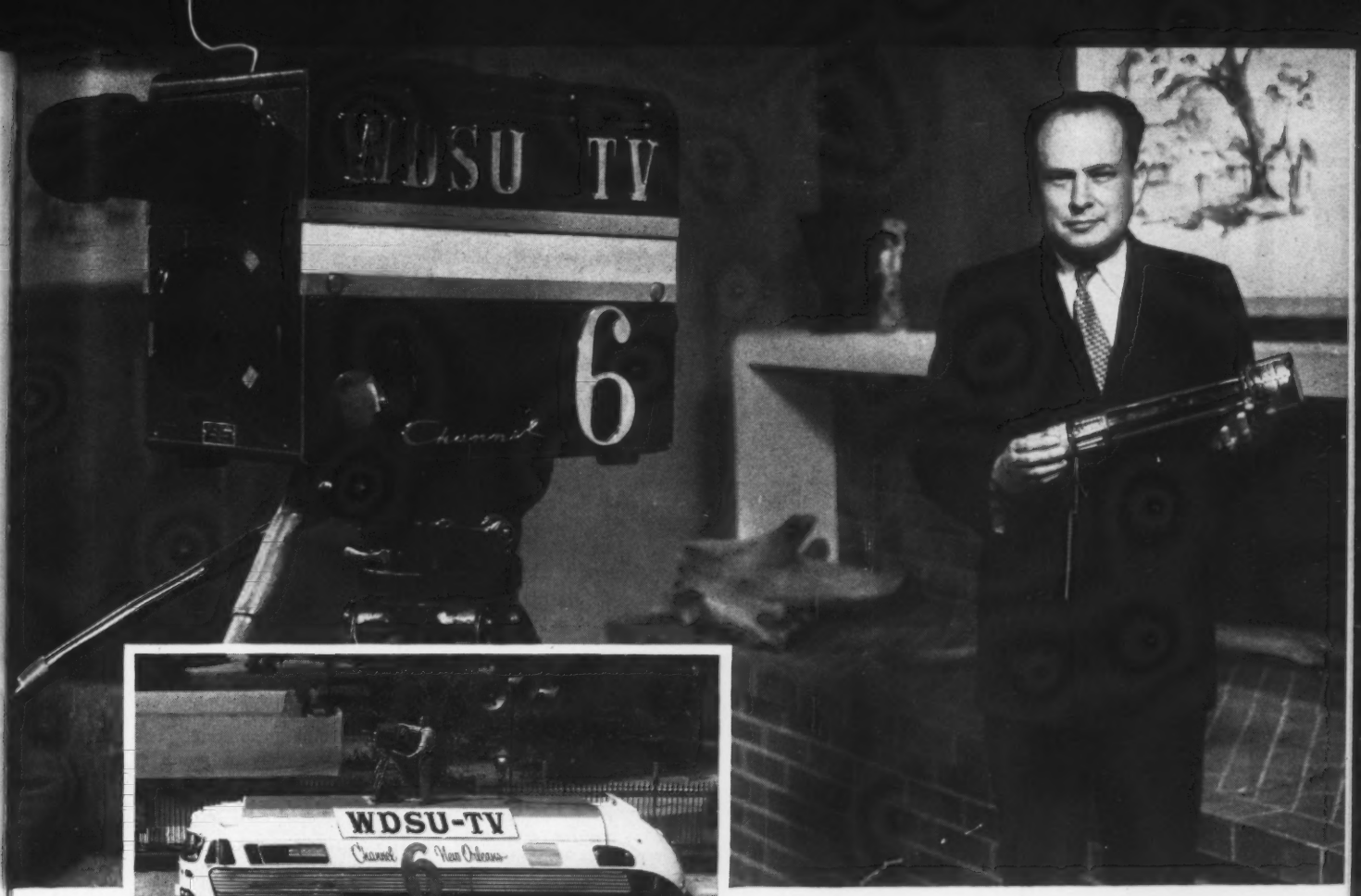
Frances Inglis, executive director, Writers Guild of America, West, resigns. She will continue to represent guild in current negotiations with agents and in forthcoming negotiations with major film studios.

INTERNATIONAL

Bruce Cormack, account supervisor, Goldberg Adv., Sydney, Australia, to S. W. Caldwell Ltd., Toronto, as copy supervisor.

Hugh Delaney, salesman, CKCK Regina, Sask., transfers to CKCK-TV in similar capacity.

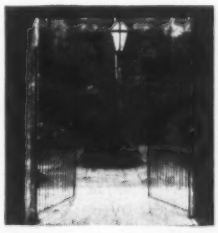
MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.



Lindsey G. Riddle, Chief Engineer, WDSU-TV, New Orleans

Says:

"WDSU-TV relies on G-E camera-tube quality, both for studio and remote work!"



"From earliest times, New Orleans has insisted on the best in entertainment. General Electric camera tubes help us hold to this tradition by giving viewers clear, sharp TV pictures, whether they originate in our studios or at remote locations served by WDSU-TV's mobile unit.

"Besides the quality performance of G-E camera tubes, we like the prompt service and all-around cooperation we get from local General Electric distribution. Fast tube deliveries are made to our door . . . any claims or adjustments are handled fairly and with a minimum of paperwork and delay.

"Packaged for safe handling and compact storage, G-E camera tubes have proved to be a sound inventory investment for WDSU-TV, as well as a help to us in maintaining high picture standards. Our experience has been favorable in every way."

* * *

Your General Electric tube distributor offers you the same advantages of top camera-tube performance . . . fast delivery . . . close, friendly cooperation. Phone him today! *Distributor Sales, Electronic Components Division, General Electric Co., Owensboro, Ky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-101

Mr.

TUNES · NEWS · TIME
says
I SELL MORE
because my
PULSE is ALWAYS
s·o·o·o HIGH!!
KSON
SAN DIEGO, CALIF.
SEE...FORJOE & CO., Inc.

WEBC DULUTH *rented the city's main auditorium for its "Premier Christmas Preview" and promoted it solely through the station's own facilities. About 34,000 people attended a 15-hour special broadcast and merchants signed 126,000 registration slips in shoppers' bids to win the show's grand prize, a 1958 Chevrolet.*

WEBC Reverses Trend Of Pre-Holiday Sales

Pre-Thanksgiving sales are generally off for most downtown merchants, but WEBC Duluth, Minn., waived a holiday shopping tradition with Santa Claus and proved the power of radio.

Bob Rich, WEBC manager, set plans in motion for a spectacular merchandise display under one roof—a Nov. 22 "Premier Christmas Preview"—and decided to promote it solely through his station's facilities.

WEBC rented Duluth's main auditorium for 60 displays and mapped a 15-hour broadcast from its stage, complete with loudspeakers. Santa Claus was engaged to arrive by pony-powered sleigh and participating merchants were given registration slips for drawings every 15 minutes through the special-broadcast day, for the grand prize, a 1958 Chevrolet.

The promotion was launched Nov. 12 with teaser copy for three days and followed with further details of the event for another three days. Then copy was switched to a description of the booths with mentions of participating merchants and hard-sell pitches by the station's announcers. On Nov. 21 WEBC aired saturation spots reminding listeners that "tomorrow is the day."

Signs were mounted on the WEBC mobile unit and announcers handed out registration slips a week before the event to help build store traffic. As a means of stimulating attendance, a bus was chartered to provide free transportation to and from the downtown shopping area and arrangements were made through a local gas distributor to disseminate certificates worth two gallons of gas. Merchants assessed booth costs on the basis of an average advertising expenditure on WEBC from Nov. 15 to Dec. 31. By doubling or tripling the amount, a participating merchant could obtain two or three booths.

Results of the promotion:

(1) About 34,000 people (over one-third of Duluth's population) attended the 15-hour, special broadcasting event Nov. 22—largest in the city's history to turn out for any auditorium promotion. The station's *Club 560* and other programs were originated there 9 a.m. to 12 midnight.

(2) Total of 126,000 registration slips were signed in bids for the grand prize.

(3) Four merchants indicated they would switch the lion's share of their 1958 budgets to WEBC and 50 others committed themselves for reservations for next year's show.

Last but not least, actual sales during the show exceeded merchants' expectations and rose to record heights the three shopping days prior to Thanksgiving—for sponsoring and non-participating merchants alike in the major business areas of Duluth—according to WEBC.

Stations' Christmas Promotions

To celebrate the holiday season, WHB Kansas City has arranged for local choirs and choruses to record Christmas songs and hymns. The records are being played throughout the day and the station mentions the name of the choir and choir director. In addition, it plugs the charitable undertakings of each group.

Also getting into the swing of things was WERE Cleveland which dressed its Isetta in silver antlers and a big, bright red nose. The car was then entered as "Rudolph" in the annual holiday parade.

When the Retail Div. of the Clearfield, Pa., Chamber of Commerce held its annual

THAT'S THE WAY THE BALL BOUNCES

IN LAS VEGAS
FOUR YEARS OF UNDISPUTED LEADERSHIP
FOUR YEARS TOP COVERAGE
FOUR YEARS TOP RATINGS
(completed Pulse and ARB surveys)
55,000 WATTS TOP POWER
FOUR YEARS TOP PROGRAMMING
and . . Top promotion in the Top morning newspaper, The Las Vegas Sun.
KLAS-TV LAS VEGAS NEVADA
Channel 8
CBS Television Network
Represented by WEED TELEVISION

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET NEW YORK 22, N. Y
EL 5-0405
All Inquiries Confidential

celebration to begin the Christmas season on Nov. 29, WCPA, same city, arranged to rent all the parking meters in town for the whole day. Paper bags imprinted with holiday greetings and telling of the free parking were placed on all the meters.

WPEN Philadelphia personalities are planning to air individualized Christmas and New Year's greetings to their listeners. The messages will be tailored for each personality and will be accompanied by background music. They will be aired on Dec. 23, 24 and New Year's Day.

Pulse's Puerto Rican Statistics

Radio set ownership is 100% and television set ownership is 79% among the 735,000 Puerto Ricans living in New York City, it was revealed last week in an economic and listening habits report made by Pulse Inc. for WHOM New York.

Radio listening added up to 29% of the homes using radio at 7 a.m. and 30% of homes after 7 p.m. Listening in later evening hours (after 9 p.m.) was recorded at 24% of homes. Spanish is spoken in nearly all homes, but 67% of those homes are also bilingual.

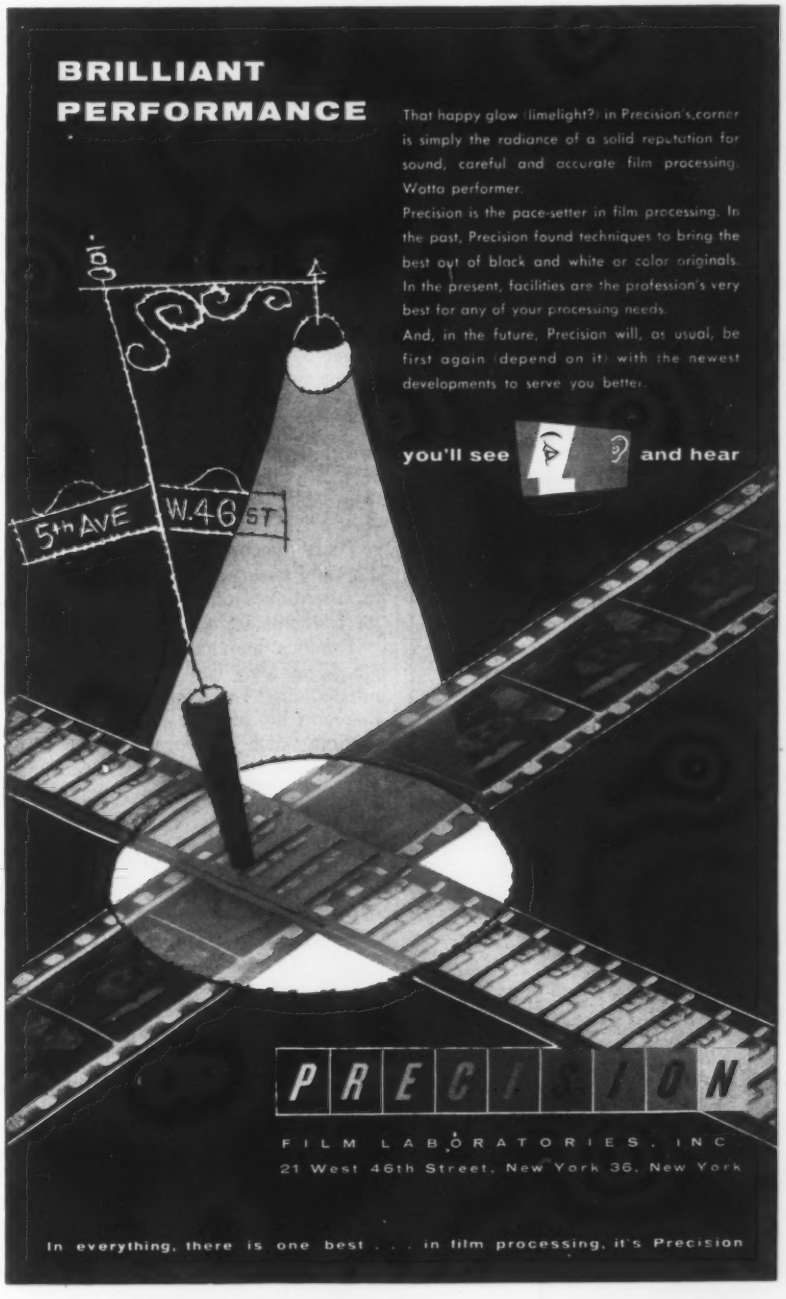
Other facts garnered by the report revealed that the median age of the Puerto Rican population is in the bracket between 18 and 29 and there is an average of 4.2 persons in each family. Nearly 60% of the labor force is employed in the following fields: craftsmen-foremen, semi-skilled operations, factory and service workers. 91% are gainfully employed. 37% of the wives are working. 20% of the homes had more than one radio set. Electric refrigerator ownership is 93%, washing machines 31% and telephones 41%. About 60% of the Puerto Ricans who have come to New York have lived there ten years or less.

'Let's Get 'Em Working' Says KWIZ

In a "Let's get all the radios working" campaign, KWIZ Santa Ana, Calif., announces daily that it will send a certificate to listeners who have a receiver not in working order entitling them to have their sets repaired free of labor costs. The station has dispatched 275 certificates in a period of three weeks.

Texans Hear Jersey Jingle

Listeners of four Texas radio stations will be hearing a Christmas commercial jingle carried over WRCA New York, extolling the merits of shopping in downtown Paterson, N. J. The reason? Gordon McLendon, president of the McLendon Corp., heard the jingle on a business trip to New York and, impressed with its catchiness, decided to broadcast it for listeners of his stations (KLIF Dallas, KFJZ Fort Worth, KTSA San Antonio and KILT Houston). RAB plans to evaluate the results of the commercial over the Texas stations, according to a WRCA spokesman.


BRILLIANT
PERFORMANCE
That happy glow (limelight?) in Precision's corner is simply the radiance of a solid reputation for sound, careful and accurate film processing. Watta performer.
Precision is the pace-setter in film processing. In the past, Precision found techniques to bring the best out of black and white or color originals. In the present, facilities are the profession's very best for any of your processing needs.
And, in the future, Precision will, as usual, be first again (depend on it) with the newest developments to serve you better.
you'll see and hear
5th AVE
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PRECISION
FILM LABORATORIES, INC
21 West 46th Street, New York 36, New York
In everything, there is one best . . . in film processing, it's Precision

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

BUYING
BIG
BUSINESS?
BEST BUY
IN ROANOKE!
WSLS-TV
The circle of WSLS-TV influence reaches a 2 billion dollar market . . . bringing 548,200 households within sales range.
Confirmed by NCS #2 Spring 1956
"best looking" in ROANOKE . .
NBC

Represented Nationally
AVERY-KNODEL, INC.

ONE OF THE
FIRST 100 MARKETS

WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

RADIO UPS SHOPPING AREA BUYING

Christmas buying came early to one community shopping center this year—thanks to radio.

The University District in Seattle is so named because it has grown up around the campus of the U. of Washintgon. Its population is heavily weighted with students, faculty and persons with intellectual and allied interests. "The District," as its residents call it, is far enough from the city center (10-15 minutes by car, somewhat longer by Seattle Transit) and parking conditions are so rough in downtown Seattle, that many District families habitually do their shopping near home. Others do go downtown, however, and there rarely has been any reverse trend of people coming from other residential sections to the University District to do their buying.

There is considerable community spirit not only because of the academic and cultural activities on the campus, but because the residents are a homogeneous group.

The local merchants and professional people do all they can to foster this District-mindedness: The University District Commercial Club often leads in community promotions, such as sponsoring the Kids Day Parade during the annual Seattle Seafair and decorating the main streets during the Christmas season.

Most of the advertising, however, in the past has been confined to District media, with occasional insertions in the "downtown" daily papers and small radio budgets.

This year, the University District Commercial Club decided to try something different, banking heavily on a new approach to radio. In the first weeks of the experiment the results were so impressive and the merchant reaction so favorable that there is talk already of turning it into a permanent, possibly year-round venture.

Simply stated, the new idea is akin to the cooperative advertising funds made available to local dealers by some manufacturers. The Commercial Club decided to invest $2,400 in a contract with one station, KOL Seattle.

Under the agreement, merchant members of the Commercial Club may buy KOL time for their own advertising with half the cost of the time paid by the club. To protect the smaller merchants in the Commercial Club, a limit was set so the biggest firms would not immediately use up the allocated funds. The Club undertook to pay 50% of the cost of one-minute spots up to 62 times for any member-advertiser and 50% of 30-second spots up to 75 times.

There was one stipulation: Each announcement by the member-advertiser must include a ten-second transcribed spot plugging the University District. The jingle, arranged by KOL and prepared by Allied Radio Artists, Hollywood, features the "Magic Mile," to identify the entire University District shopping center. The theory was—and it proved sound—that all merchants in the District would thus benefit from every announcement aired.

Although the Commercial Club has more than 250 firm and professional members (about 100 of them retail businesses), all available funds under the cooperative advertising project were snapped up by the first 17 member merchants who took advantage of the offer.

The first copy went on the air in mid-November, and while some of the advertisers have arranged for their campaigns to be spread up to as late as February, most of the budget has been used during the pre-holiday season.

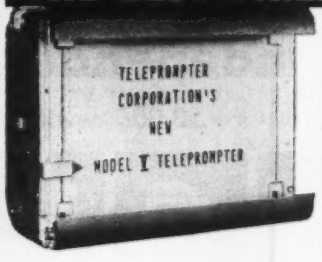
Final results cannot be evaluated until January or later, but the advertising merchants—and University District firms generally—were expressing strong enthusiasm for the plan within days after the first announcements were aired.

The idea originated with Miles Blankinship, executive secretary of the University District Commercial Club; Cappy Ricks, advertising man with Cappy Ricks & Assoc.; and R. B. Harris, KOL account executive.

Mr. Blankinship gave a pre-Christmas evaluation of the project's results in these terms:

"There is already discernible an above-normal increase in shopper traffic for this time of the year. Ordinarily, the Christmas shopping in our District reaches its peak during the week or week-and-a-half before Christmas, but this year it seems to have started at the beginning of December.

"Moreover," he added, "it isn't only the advertisers themselves who are benefiting.

THE BEST FRIEND A STATION EVER HAD!


"TelePrompTer equipment has been a tremendous asset to our Program Department. We would be lost without this equipment, and our production quality could not be maintained without its availability."
Mr. Glenn G. Griswold, Gen. Mgr.
KFEQ-TV, St. Joseph, Missouri

TELEPROMPTER CORPORATION
Jim Blair, Equipment Sales Manager
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800
Our new TelePro 6000 rear screen projector produces 6000 lumens of light with a 3000 watt bulb

We see more traffic throughout the whole University District and business is up among our members generally."

Mr. Ricks called the experiment "a real success" and said, "Everyone is very happy." He expressed confidence that the Commercial Club will use the same format during next year's pre-Christmas season and indicated there is "quite a good possibility" for similar cooperative advertising arrangements in connection with other University District events during the year.

A spokesman for KOL summarized by citing two advantages for the participating merchants:

"1. Half of their advertising costs, up to a point, are paid by the Commercial Club.

"2. They also get advantage of the 312-time spot rate (because of the Club's contract) instead of the 26-time or 52-time rate which would otherwise apply to their advertising.

"The Commercial Club in turn," he noted further, "spreads its District advertising money over a longer time, and with greater coverage."

The plan was approved in advance by the membership of the Commercial Club, including those who had no intention of using the cooperative funds themselves. Club dues are scaled to the size of the business and the distance from the center of the District, and range from $60 to $1,100 a year.

The University District Commercial Club has no other radio or television advertising scheduled at present except for an 80-spot pre-Christmas schedule on KJR Seattle running from December 5-23. These 30-second announcements likewise feature the "Magic Mile" jingle and plug the District as a whole.

'Big 11' Contest Concludes

"Fisbie" has been selected by WHAS-TV Louisville as the name for its ch. 11 figure and is registering it as the station's trademark. Chosen from more than 40,000 entries in its "Big 11 Name Me" contest [PROGRAMS & PROMOTIONS, Nov. 4], the name constitutes the first letter of each word in WHAS-TV's slogan: "Foremost in Service, Best in Entertainment." Eleven prizes, including a 1958 Edsel car and ten GE tv sets and appliances, were awarded winners of the contest.

Texan's Mating Call Aired on ABN

The owner of an air-conditioning plant in Waco, Tex., mentioned in an interview on *Don McNeill's Breakfast Club* (Monday through Friday, 9-10 a.m. EST over ABN) that he was looking for a wife—preferably a widow with three or four children. To date he has received some 400 letters and more than 9,000 telephone calls from listeners, most of which come from women also searching for a mate. Some of the mail is from people telling him it was heartening to hear there are men who are interested in widows with ready-made families and bachelors have asked him to turn his list over to them after he's taken his pick.

Sinatra to Direct Bing Crosby

Frank Sinatra again will be teamed with Bing Crosby in a filmed half-hour pre-Christmas program on ABC-TV's *The Frank Sinatra Show* Dec. 20, marking the first joint appearance of the two song stylists since CBS-TV's *Edsel Show* last October. Mr. Sinatra will make his debut as a director with this special musical program. All of the half-hour musicals, starting Jan. 3, will be live [AT DEADLINE, Nov. 25]. Sponsors of the series are Liggett & Myers' Chesterfield cigarettes and Bulova Watch Co., both through McCann-Erickson.

Baton Rouge Gum-Beaters Battle

Women listeners to WLCS Baton Rouge were invited to see if they could out-talk each other in a "Champion Chatterers" contest it staged at a local theatre. The station offered $50 and a loving cup to the one, out of the 25 starters, speaking the longest. Rules of the contest: Talk constantly at a normal level. All chatter must make good sense. Water only will be taken orally and trips to the ladies room will not be an excuse to quit talking.

Contestants started talking all at once and the station aired the proceedings every 20 minutes. After 18 hours, all but two contestants were out of the running for the prizes which also included over 15 contributions from local merchants. The winner, a speech major at Louisiana State U., had to chatter for 26 hours to get the prizes.

JUST to make sure Santa Claus would not forget about stopping in Orlando, Fla., this Christmas, several children from that city visited Macy's Santa Claus in New York. They presented him with a gift of Orlando oranges from local children and WHOO, same city.

'Mighty Joe Young' Corresponds

To promote "Mighty Joe Young," feature film on *Million Dollar Movie*, WOR-TV New York sent tv columnists and trade editors a letter from "Mr. Joseph Young, c/o Civilization, Johannesburg, South Africa." The station also communicated with all real-life Joseph Youngs in a 17-county area surrounding New York, notifying them of the show and presented them with *MDM* ash trays.

NBC-TV Realigns Saturday Shows

Effective last Saturday, coincidental with the premiere of its *Ruff and Reddy Show* cartoon program, NBC-TV is presenting a new lineup of its Saturday morning shows. Scheduled as follows: *Howdy Doody* (10-10:30 a.m.); *Ruff and Reddy* (10:30-11 a.m.); *Fury* (11-11:30 a.m.); *Andy's Gang* (11:30 a.m.-noon); *My True Story* (noon-12:30 p.m.), and *Detective's Diary* (12:30-1 p.m.).

'Biggest Christmas Tree' Lit

WRCA-TV New York last Thursday carried *Christmas at Rockefeller Center* (5:30-6:40 p.m. EST), a special 70-minute program centering around the annual lighting of "the biggest Christmas tree in New York." Participating in the show were world champion figure skater Dick Button, Tex and Jinx McCrary, Johnny Andrews, Josie McCarthy and Monte Hall.

ABN Selects Its Own Hit Record

American Broadcasting Network this week has begun selecting its own hit record "preview of the week." The network chooses a newly recorded tune each week which it believes will reach hit proportions. ABN's seven daily live shows will promote the selection chosen on the basis of a weekly consensus of all personalities, singers, music directors and producers.

Relatives Plugging KMGM-TV Films

KMGM-TV Minneapolis last week started a "telethon" to promote audience interest in its feature film programming. Ted Cott, vice president in charge of stations for National Telefilm Assoc., which owns KMGM-TV, suggested the following: The wife or other close relative of KMGM-TV employes each should call 40 persons in Minneapolis each evening and recommend that they tune in to watch the feature film. By last Thursday, 40 relatives were telephoning Minneapolis viewers each evening and, according to Mr. Cott, the reaction for the first three days was "fantastic." Viewers told callers they were "happy to be reminded of the feature films" and an overwhelming majority indicated they would tune in to KMGM-TV, he said.

Disc Jockeys at Philly Auto Show

To assure advertisers that WRCV Philadelphia commercials reach a "large and interested audience," the station is sending clients a letter describing the activities of the personalities that promote their products. The Philadelphia Automobile Show Nov. 15 saw disc jockeys Bill Mayer, Vince Lee and Hy Lit running a booth where visitors were invited to throw darts at balloons to win a 45 rpm record. Prior to this, Vince Lee helped Elsa Maxwell emcee *Monitor's* coast-to-coast broadcast of the auto show's opening ceremonies, Jonathan Winters as guest. Messrs. Lee and Lit also remoted their shows from the exhibition and, among other personal appearances, WRCV disc jockeys are accompanying Santa Claus this month in a local department store.

ABOVE: *KLIX Twin Falls, Idaho, "Dapper D. J.'s" are interviewed by another station personality, Happy Holly Houfberg, as they enter the hotel for their broadcast. The d.j.'s were introduced in connection with the station's balloon-dropping promotion.* **INSET:** *Listening to a special presentation disc of WXYZ Detroit's* Sunday Best *are (l to r) Paul Winter, host of the show; Theda Meltzer, W. B. Doner receptionist; W. B. Doner, president of the agency, and Doug Campbell, WXYZ sales representative. Mr. Winter dressed in formal attire and accompanied WXYZ sales representatives to the various agencies.*

D. J.'S GO FORMAL

It looks as if the trend in attire for d.j.'s might be undergoing a change. That is, if the promotions reported by KLIX Twin Falls, Idaho, and WXYZ Detroit are any indication. In both cases, the d.j.'s have gone formal.

Its balloon-dropping promotion [PROGRAMS & PROMOTIONS, Dec. 9] was so successful, says KLIX, that it decided to hold another one. The station, which operates on 1310 kc, dropped 1,310 balloons on the city and at the moment they were let go, the "Dapper D. J.'s," dressed in swallow-tail coats, striped trousers, homburgs, ivory-tipped walking sticks and silk gloves, arrived at a local hotel. The three Dapper D. J.'s were ushered into the hotel on a red carpet and conducted an hour-and-a-half broadcast during which they interviewed diners in the hotel restaurant and gave descriptions of their own meals.

The balloons, which were dropped near the hotel, contained numbered certificates and finders of the lucky numbers were awarded prizes of jewelry, household appliances and checks of $13.10, $131, $500 and $1,310. In addition to the winning certificate numbers, lucky telephone numbers were picked. KLIX reports that 6,000 people turned out for the promotion.

After their introduction, the d.j.'s made personal appearances around town on special remotes and at football games, strolled down main street, visited sponsors, hosted at KLIX's open house and continually read the winning certificate and telephone numbers. KLIX-TV telecast the occasion when the winners received their prizes and the station reports that 100,000 viewers witnessed it.

In Detroit, WXYZ's Paul Winter was formally dressed when he called on agency executives and presented them with carnations and copies of his album "A Winter's Tale" and played a special presentation disc of his show, *Sunday Best.* He was accompanied on the agency rounds by WXYZ' sales representative.

Station Authorizations, Applications

As Compiled by BROADCASTING

December 5 through December 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Alexandria, Minn.—Central Minnesota Television Co.—Granted vhf ch. 7 (174-180 mc); ERP 26.3 kw vis., 13.2 kw aur.; ant. height above average terrain 11.04 ft., above ground 1130 ft. Estimated construction cost $322,442, first year operating cost $152,000, revenue $183,000. P. O. address Box 25, Alexandria, Minn. Studio location Alexandria, Minn. Trans. location Stearns County, Minn. Geographic coordinates 45° 42' 40" N. Lat., 95° 06' 40" W. Long. Trans-ant. RCA. Legal counsel Segal, Smith & Hennessey, Washington 6, D. C. Consulting engineer Julius M. Hetland, Fargo, N. D. Principals include **Thomas A. Barnstuble** (21%), **Julius Hetland, Jarold W. Bangert, E. C. Reineke** (each 10%) and others. Messrs. Barnstuble and Hetland have been employes of **WDAY Fargo**; Mr. Reineke has had over 50% stock in WDAY, and Mr. Bangert is attorney. Announced Dec. 5.

Provo, Utah—Beehive Telecasting Corp.—Granted vhf ch. 11 (198-204 mc); ERP 3.029 kw vis., 1.514 kw aur.; ant. height above average terrain 414 ft., above ground 337 ft. Estimated construction cost $64,780, first year operating cost $96,000, revenue $120,000. P. O. address Box 583, Provo. Studio location Provo. Trans. location Orem, Utah. Geographic coordinates 40° 16' 50" N. Lat., 111° 40' 46" W. Long. Trans. DuMont, ant. RCA. Legal counsel Rawlings, Wallace, Robert & Black, Salt Lake City. Consulting engineer Earl T. Paulson, Northridge, Calif. Principals are Pres. **Samuel B. Nissley** (24%), steel plant supervisor, Vice Pres. **Arthur R. Riley** (1%), building contractor, Sec.-Treas. **Jeanette C. Nissley** (2%), employe of **KEYY Provo, Robert W. Hughes** (20%), attorney, and **James W. Nixon** (1%), physician. Announced Dec. 11.

APPLICATIONS

Gainesville, Fla.—U. of Fla.* vhf ch. 5 (76-82 mc); ERP 16.6 kw vis., 8.7 kw aur.; ant. height above average terrain 482.5 ft., above ground 468 ft. Estimated construction cost $221,635, first year operating cost $30,000, revenue not applicable. P. O. address Dr. Harry M. Philpott, 226 Administration Bldg., U. of Fla., Gainesville, Fla. Studio location Gainesville, Fla. Trans. location 5.5 miles NW of Gainesville. Geographic coordinates 29° 42' 34" N. Lat., 82° 23' 51" W. Long. Trans. RCA, ant. GE. Legal counsel Krieger & Jorgensen, Wash., D. C. Consulting engineer William J. Kessler, Gainesville, Fla. **The Board of Control**, a public corp. of **State of Fla.**, will act for and on behalf of **U. of Fla.** U. of Fla. is licensee of **WRUF-AM-FM Gainesville, Fla. State U.** is licensee of **WFSU-FM Tallahassee, Fla.** Announced Dec. 11.

St. Petersburg, Fla.—WTSP-TV Inc., vhf ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; ant. height above average terrain 980 ft., above ground 1036 ft. Estimated construction cost $1,351,110, first year operating cost $905,767, revenue $950,000. P. O. address 11450 Gandy Blvd., St. Petersburg, Fla. Studio location St. Petersburg, Fla. Trans. location Tarpon Springs, Fla. Geographic coordinates 28° 11' 04" N. Lat., 82° 45' 39" W. Long. Trans. RCA, ant. RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis and Steve Tuhy, Wash., D. C. Consulting engineer A. D. Ring & Assoc., Wash., D. C. Owners are **N. Joe Rahall** (26.4%), **Sam G. Rahall,, Farris E. Rahall** (each 26.3%) and others. N. Joe Rahall is president and 23.4% owner of **WKAP Allentown, Pa.**, president and 23.8% owner of **WNAR Norristown, Pa.**, president and 47.75% owner of **WWNR Beckley, W. Va.**, 20% owner of **WFEA Manchester, N. H.**, president and 33⅓% owner of **WTSP St. Petersburg**. Sam G. Rahall is 23.4% owner of WKAP, 23.8% owner of WNAR, 15.25% owner of WWNR, 20% owner of WFFA, 33⅓% owner of WTSP. Farris E. Rahall is 23.4% owner of WKAP, 23.8% owner of WNAR, former 100% owner of WFEA, 33⅓% owner of WTSP. Announced Dec. 5.

Moline, Ill.—Moline Television Corp. vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,062 ft. Estimated construction cost $782,441, first year operating cost $573,352 revenue $598,312. P. O. address Francis J. Coyle, 3100 Coaltown Rd., Moline, Ill. Studio location Moline, Ill. Trans. location near Orion, Ill. Geographic coordinates 41° 18' 44" N. Lat., 90° 22' 47" W. Long. Trans., ant. RCA. Legal counsel Hogan and Hartson, Wash., D. C. Consulting engineer A. Earl Cullum Jr., Dalas, Tex. Owners are **Francis J. Coyle** (12.5%), **Frank P. Schreiber, Richard Stengel, Samuel M. Gilman, David Parson** (each 10%) and others. Mr. Coyle is attorney. Mr. Schreiber, former manager WGN-AM-TV Chicago, has loan, restaurant and insurance interests. Mr. Stengel is attorney. Mr. Gilman is attorney. Mr. Parson is attorney. Announced Dec. 11.

Eugene, Ore.—Liberty Television Inc. vhf ch. 9 (186-192 mc); ERP 281 kw vis., 141 kw aur.; ant. height above average terrain 1,584 ft., above ground 273 ft. Estimated construction cost $404,792, first year operating cost $200,000 revenue $300,000. P. O. address 416 Tiffany Bldg., Eugene, Ore. Studio location near **Eugene, Ore. Trans.** location near Eugene, Ore. **Geographic coordinates** 44° 06' 58" N. Lat., 122° 59' 55" W. Long. Trans., ant. RCA. Legal counsel Fly, Shuebruk, Blume and Gaguine, Wash., D. C. Consulting engineer Vandivere, Cohen and Wearn, Wash., D. C. Owners are **Donald A. McDonald** (35.36%), **Elizabeth M. Silva, Julio William Silva, C. E. Carlson** (each 17.4%) and others. Mr. McDonald has employment agency and lamp manufacturing and fruit growing interests. Julio Silva is in auto sales and leasing. Elizabeth Silva is in auto sales and leasing. Announced Dec. 5.

Fajardo, P. R.—Continental Bcstg. Corp. vhf ch. 13 (210-216 mc); ERP .848 kw vis., .424 kw aur.; ant. height above average terrain 50 ft., above ground 237 ft. Estimated construction cost $35,906, first year operating cost $50,000 revenue

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	NETWORK FULLTIME	MAJOR MARKET	WEST TEXAS INDEPENDENT	ROCKY MOUNTAIN
$130,000	$150,000	$135,000	$85,000	$90,000
Exclusive full-time market over 40,000. Ideal for owner-operator. Real estate valued over $40,000. Good profits. 29% down.	Terrific agricultural and urban coverage. Making money. Well equipped. Terms available. Good real estate.	Border Tri-State growth market. Excellent financing. Tax advantages to owner-operator. Good terms.	Number one station in semi-major market. Well in the black. Better call us at once on this desirable property.	Fairly new station running in the black. A real bargain. Some financing available. Station will capitalize at full purchase price.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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Like Hundreds of Broadcasters . . .

President
BILLY BANKS of
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Philadelphia, Pa.

and General Manager
DOLLY BANKS

Selected STAINLESS TOWERS

DOLLY BANKS, Gen. Mgr.

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

FOR THE RECORD CONTINUED

$60,000. P. O. address Ponce de Leon Ave. 566, Box 168, Hato Rey, Puerto Rico Studio location Fajardo, P. R. Trans. location Fajardo, P. R. Geographic coordinates 18° 19' 54" N. Lat., 65° 39' 04" W. Long. Trans. Adler, ant. RCA. Consulting engineer Kear and Kennedy, Wash., D. C. **Continental Bcstg.** operates **WHOA San Juan, P. R.**, and is owned by **William R. Anthony** (71.43%) and others. Mr. Anthony is electronic engineer. Announced Dec. 10.

Yakima, Wash.—Yakima Television Corp. uhf ch. 23 (524-530 mc); ERP 22.5 kw vis., 12.14 kw aur.; ant. height above average terrain 959 ft., above ground 148 ft. Estimated construction cost $165,200, first year operating cost $130,000, revenue $180,000. P. O. address Richard E. Jones, 315 W. Sprague St., Spokane 4, Wash. Studio location Yakima, Wash. Trans. location 2.25 miles southwest of Union Gap, Wash. Geographic coordinates 46° 31' 55" N. Lat., 120° 30' 30" W. Long. Trans., ant. RCA. Legal counsel Wheeler and Wheeler, Wash., D. C. Consulting engineer David I. Green, Spokane, Wash. Owners are **Joseph Harris, Norman Alexander** (each 40%) and **Richard E. Jones** (20%). Mr. Harris is 40% owner of **KELP-AM-TV El Paso, Tex.**, and 45% stockholder of **KXLY-AM-TV Spokane, Wash.** Mr. Alexander is 40% owner of KELP-AM-TV and 45% owner of KXLY-AM-TV. Mr. Jones is 20% stockholder of KELP-AM-TV and general manager of KXLY-AM-TV. Announced Dec. 10.

Existing Tv Stations

ACTIONS BY FCC

WDSM-TV Superior, Wis.—Granted mod. of license to change main studio location to **Duluth, Minn.**; by letter, FCC denied petition of **Red River Bcstg. Co. Inc. (KDAL-TV** ch. 3) **Duluth,** to designate the application for hearing. (Ch. 6 is assigned to hyphenated cites of **Duluth-Superior.**)

CALL LETTERS ASSIGNED

WTEN (TV) Vail Mills, N. Y.—Capitol Cities Television Corp. Changed from WCDA (TV).

WNEP-TV Scranton, Pa.—Union Bcstg. Co., ch. 16. Changed from WARM-TV, effective Jan. 1, 1958.

KZTV (TV) Corpus Christi, Tex.—K-Six Television Inc., ch. 10. Changed from KSIX-TV, effective Jan. 1, 1958.

Allocations

PROPOSED TV CHANNEL CHANGES

Commission invites comments by Jan. 3, 1958, to petition by **Gulf Television Corp. (KGUL-TV** ch. 11) **Galveston, Tex,** to shift ch. 11 to **Houston.** In event Commission decides to amend rules as proposed, it will determine what further steps should be taken in light of outstanding authorization to KGUL-TV on this ch. Announced Dec. 5.

By notice of proposed rule making, Commission invites comments by Jan. 15 to proposal by **Cascade Bcstg. Co. (KIMA-TV** ch. 29, **Yakima, KEPR-TV** ch. 19, **Pasco,** both **Wash.,** and through subsidiaries **KBAS-TV** ch. 43, **Ephrata, Wash.,** and **KLEW-TV** ch. 3, **Lewiston, Idaho)** to make **Walla Walla, Wash.,** all-uhf by deleting vhf chs. 5 and 8 assignments there, which have been idle for some time. Announced Dec. 11.

Translators

Redwood Tv Improvement Corp., Redwood Falls, Minn.—Granted cps for three new tv translator stations—one on ch. 73 to translate programs of educational station **KTCA-TV** (ch. 2), **St. Paul,** second on ch. 80 to translate programs of **KMGM-TV** (ch 9) **Minneapolis,** and third on ch. 83 to translate programs of **WTCN-TV** (ch. 11) also **Minneapolis.** This is first rebroadcast of educational programs by tv translator station. Announced Dec. 11.

New Am Stations

ACTIONS BY FCC

Durango, Colo.—Basin Bcstg. Co.—Granted 1240 kc, 250 w unl. P. O. address Box 663, Durango. Estimated construction cost $20,009, first year operating cost $36,000, revenue $60,000. Principals include **Henry M. Long** (pres.-20%), radio station supervisor, Colo. State Patrol; **William H. Boulden** (18%), employe, La Plata Electric Assn., Durango; **Carl W. Boulden** (6%), construction foreman; **Delbert W. Montgomery** (8%), employe, La Plata Electric Assn., and **John C. Peters** (12%), real estate interests. Announced Dec. 11.

Franklin, Pa.—Robert H. Sauber—Granted 1430 kc, 500 w D. P. O. address 523½ N. Perry Ave., P. O. 184 Titusville, Pa. **Mr. Sauber,** sole owner, is 32% owner and operating manager of **WTIV Titusville.** Announced Dec. 11.

APPLICATIONS

Newport Beach, Calif.—San Luis Rey Bcstg. Co., 820 kc, 500 w D. P. O. address Box 779, Oceanside, Calif. Estimated construction cost $27,470, first year operating cost $78,000, revenue $90,000. Owners are **Courtland W. Shancks** and **Thelma M. Shancks** (as tenants in common), **Nathaniel P. Maurer, Walter Johnson, Thomas W. Braden, Earl N. Frazee** and **Francis M. Frazee** (as tenants in common), **Elmer Glasser, Edward S. Ridley** and **Mary V. Ridley** (as tenants in common), **David Rorick Jr.** and **Moritz Zenoff** (each 11.11%). Courtland and Thelma Shancks have retail hardware & appliance stores. Mr. Maurer is flower grower. Mr. Johnson is fire chief. Mr. Braden is newspaper publisher. Earl and Frances Frazee are retired. Mr. Glasser has clothing store. Edward Ridley is newspaper business manager. Mr. Rorick is auto dealer. Mr. Zenoff is newspaper publisher. Announced Dec. 5.

Sacramento, Calif.—Northern Calif. Bcstg. Co. 1030 kc, 500 w Unl. P. O. address Melvyn E. Lucas, Box 608, Sacramento, Calif. Estimated construction cost $14,697, first year operation cost $42,000, revenue $62,000. Owners are **Melvyn Edward Lucas** (30%), **Clarence A. Holien** (25%) and others. Mr. Lucas is auto salesman. Mr. Holien is auto sales manager. Announced Dec. 11.

Moss Point, Miss.—Gulf Coast Bcstrs. 1140 kc, P. O. address Box 112, Natchez, Miss. Estimated construction cost $20,135, first year operating cost $36,000, revenue $42,000. **Anthony E. Zuccaro,** sole owner, is in wholesale petroleum. Announced Dec. 9.

Toms River, N. J.—WFPG Inc. 1230 kc, P. O. address Steel Pier, Atlantic City, N. J. Estimated construction cost $14,773, first year operating cost $60,000, revenue $75,000. Owners are **Jerome Sill** (98%) and others. Mr. Sill is president and 98% owner of **WFPG Atlantic City, N. J.** Announced Dec. 11.

Albuquerque, N. M.—Tara Bcstg. Corp. 1310 kc, 1 kw D. P. O. address Murray J. Chikofsky, Esq., 444 W. 56th St., New York 19, N. Y. Estimated construction cost $29,640, first year operating cost $70,000, revenue $75,000. Owners are **Larry Stern, Arthur Alexander** and **Murray J. Chikofsky** (each one-third). Mr. Stern is tv film sales and distributor rep. Mr. Alexander has various film interests. Mr. Chikofsky is house counsel of film firm. Announced Dec. 11.

Urbana, Ohio—Charles H. Chamberlain. 1040 kc, 500 w D. P. O. address Box 344, Bellefontaine, Ohio. Estimated construction cost $16,091, first year operating cost $48,000, revenue $60,000. Mr.

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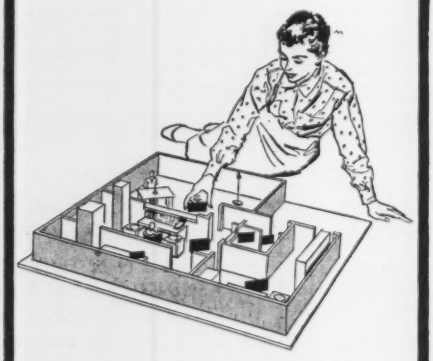

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,092	522	373[1]
CPs ON AIR (new stations)	65	11	120[2]
CPs NOT ON AIR (new stations)	122	47	119
TOTAL AUTHORIZED STATIONS	3,279	580	655
APPLICATIONS FOR NEW STATIONS (not in hearing)	368	30	75
APPLICATIONS FOR NEW STATIONS (in hearing)	116	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	484	39	126
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	217	16	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	26	1	10
TOTAL APPLICATIONS FOR MAJOR CHANGES	243	17	52
LICENSES DELETED	0	1	0
CPs DELETED	4	0	2

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Dec. 11

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,092	65	136	506
FM	522	11	57	44
TV (Commercial)	373[1]	120[2]	123	137

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 11

	VHF	UHF	TOTAL
COMMERCIAL	409	85	494[3]
NON-COMMERCIAL	22	6	28[4]

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation, but which retain their program authorities or STAs.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

Chamberlain, sole owner, is in welding and machine work. Announced Dec. 10.

Existing Am Stations

ACTIONS BY FCC

KFVS Hirsch Bcstg. Co., Cape Girardeau, Mo., Wabash Valley Bcstrs., The Firmin Co., Vincennes, Ind.—Designated for consolidated hearing applications of **Wabash Valley** and **Firmin** for new am stations to operate on 960 kc, 500 w, DA-D, and **Hirsch** to increase daytime power of **KFVS** from 1 kw to 5 kw, continuing operation on 960 kc, 500 w, DA-N, U; made **WAVE Louisville, Ky.,** and **WXLW Indianapolis, Ind.,** parties to proceeding. Announced Dec. 11.

WBSE Hillsdale, Mich.—Designated for hearing application to increase power on 1340 kc (unlimited time) from 100 w to 250 w; made **WEXL Royal Oak, Mich.,** and **WTRC Elkhart, Ind.,** parties to proceeding. Announced Dec. 5.

KOYE Ysleta, Texas—Granted mod. of cp to change studio, ant-trans. location to **El Paso,** and make other changes (1150 kc, 1 kw, D); engineering condition. Announced Dec. 11.

WKTY La Crosse, Wis.—Granted change of operation (unlimited time) on 580 kc from 1 kw, DA-1, to 1 kw, 5 kw-LS, DA-2; engineering conditions. Announced Dec. 5.

CALL LETTERS ASSIGNED

KRFA Fordyce, Ark.—Dallas County Bcstg. Co., 1570 kc.
KADY St. Charles, Mo.—St. Charles County Bcstg. Co., 1460 kc.
WLEM Emporium, Pa.—Emporium Bcstg. Co., 1250 kc.

New Fm Stations

ACTIONS BY FCC

San Jose, Calif.—The Audio House Inc.—Granted 98.5 mc, 3.3 kw unl. P. O. address 1506 Cherry Valley Drive, San Jose 25, Calif., conditioned that program tests will not be authorized until proof is submitted that Edward W. Meece has severed relationship with KPFA (FM) Berkeley. Estimated construction cost $3,382, first year operating cost $3,600, revenue $4,200. Owners are **Edward Meece, Ethel B. Meece** and **Richard H. Shields.** No stock has been issued or subscribed. Mr. Meece is engineer; Ethel Meece is housewife;

Continues on page 115

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RADIO

Help Wanted

Management

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

Station manager. New, well-equipped central Kentucky station. Must have proven executive and sales abilities supported by record of past performance and references. Box 352C, BROADCASTING.

Sales

Experienced announcer-salesman, salary plus 15% commission. Some active accounts. Opening January 15 or 30. Send tape, resume and references. Box 310C, BROADCASTING.

Immediate opening for experienced salesman in metropolitan West Virginia's No. 1 market under new ownership. Excellent guarantee against 15% commission. Established accounts and market. Send full information in 1st letter, including experience and present billing to Box 384C, BROADCASTING.

Strong selling manager wanted for midwest station. Exceptional opportunity. Good salary. Excellent working conditions, radio and television operation. Send full information. Box 393C, BROADCASTING.

Salesman wanted. Married preferred. Experienced. 250 watt Chicago station. Send full information first letter. Box 400C, BROADCASTING.

Looking for sober salesman with car who can sell and service city and country accounts for progressive radio station. Send resume. P. O. Box 437, Rockford, Ill.

The man we want is young, absolutely reliable, and capable of becoming sales manager for a very good small market station. He must have at least two years of sales experience and understand that his compensation is related to his own efforts. For such a man we have a very good proposition. Write for full particulars to Dick Vick, KGEZ, Kalispell, Montana.

In a small station somewhere, there is a sales manager with a successful record, who would like to move to a beautiful, growing central Florida city of 25,000, and make an excellent living with a solidly established 11-year-old 250 watt operation. Interesting proposal for right man. WSIR, Winter Haven, Fla.

Salesman with desire to be sales manager. For new station to open after the first of the year. Write R. H. Sauber, Box 908, Franklin, Pennsylvania.

Announcers

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, BROADCASTING.

Combo news-staff man with emphasis on news in depth. Permanent berth in major Ohio metropolitan market to man who can cut the mustard. Starting salary commensurate with experience and ability. Send resume, photo, tape and other pertinent information first letter. Box 197C, BROADCASTING.

Good dependable combination man, southern market. Write Box 234C, BROADCASTING.

Michigan independent seeks strong afternoon deejay with restricted license. Send tape and details to Box 268C, BROADCASTING.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Central Pennsylvania daytimer has a good job for a staff announcer. Rush tape and info. Salary. Box 278C, BROADCASTING.

Experienced announcer-engineer about January 15 or 30th. Pleasant working conditions, good pay, new equipment. Send complete resume, tape, references. Box 309C, BROADCASTING.

$500 month for actor dj announcer-wanted Buoyant following. Ohio. Box 329C, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 337C, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 338C, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floaters. Send tape and background immediately. Box 366C, BROADCASTING.

New daytime independent in major midwest market programming for adult audience needs good, experienced announcer. Send tape, picture and full details of background. Must be dependable and able to follow format. Box 368C, BROADCASTING.

Announcer-dj wanted for central Illinois station. Send tape and letter with full particulars. Box 377C, BROADCASTING.

Announcer-first phone to operate all night show five nights a week. $80 weekly plus bonus on billing. No maintenance. Write Box 382C, BROADCASTING.

Western Virginia daytimer needs capable announcer with first ticket. $85.00 per week or better, depending on experience. Box 385C, BROADCASTING.

Announcer-first class engineer or a salesman-first class engineer for northeastern station. Pleasant working conditions, vacation arrangement. Box 390C, BROADCASTING.

Combo man with 1st class license. Send tape and complete background. Single preferred. Florida fulltime radio station. Box 391C, BROADCASTING.

We sponsor teenage parties and several dance pavilions in our area. We have need of disc jockies who can produce good reading and can participate in one or more of these teenage parties. We will pay salary plus percentage of gate after expenses. Rush full details to Box 395C, BROADCASTING.

Ohio-dj, smooth professional sound, voice with a smile. Non-top fortier. Knows standards. Call Akron, Blackstone 3-6171.

Interviewing announcers with background in farm radio with potential to become farm director of progressive radio station. Send resume and tape recording for our examination. Information will be treated with confidence. P. O. Box 437, Rockford, Ill.

Have job openings in south for announcers, salesman, engineers. Send resume. Southern radio, P. O. Box 585, Macon, Georgia.

Have an immediate opening for experienced board man. Air mail tape and application to E. C. Pieplow, KSDN, Aberdeen, South Dakota.

Need immediately, combo play-by-play and top dj for central-Kansas outstanding 1000 watt town of 42,000 you'll like. Sports include origination 117 basketball games, 15 football plus national Juco, Big 8 and regional tournies. Air mail complete background, photo, taped commercials, music, ad-libs and news, play-by-play tapes required. J. D. Hill, KWHK, Hutchinson, Kansas.

RADIO

Help Wanted—(Cont'd)

Announcers

DJ to spin good music on two shows late morning and late afternoon, six days, 48 hour week. Send tape, resume, salary desired to Phil Spencer, WCSS, Amsterdam, N. Y.

Washington area's top rated independent needs announcer strong on commercials. No personalities. 50,000 watts, 24 hours a day. The new WEAM, Arlington, Virginia.

Night man must read, ad lib and know music. Salary open. WFTR, Front Royal, Va. 750.

Staff announcer, experienced. Send tape, photo and resume to WKBC, North Wilkesboro, N. C.

Immediate opening for experienced announcer on afternoon shift. 1,000 watter in southwest Alabama. Salary range $65 to $75. Send tape, photo, resume to: Ray Griffin, WMFC, Monroeville, Alabama.

Experienced versatile announcer who knows popular music for Washington, D. C. area independent. Send resume, tape and photo to Jack Moran, WPIK, Alexandria, Virginia.

Technical

Need engineer for active station. Some announcing. Good pay and pleasant working conditions. Box 138C, BROADCASTING.

Leading independent in southeast has immediate opening for chief engineer-announcer. Excellent opportunity, starting salary $425 per month. Send tape, photograph, resume to Box 375C, BROADCASTING.

Chief engineer, operations manager for suburban metropolitan station in midwest. Responsible for maintenance with complete supervision of strict announcing and operating procedures. Must be energetic, able to handle personnel, reliable. Salary $120.00 plus, dependent upon experience and ability. Box 396C, BROADCASTING.

Wanted, chief engineer. Must be experienced and have first class license. Send photo and resume. Box 397C, BROADCASTING.

Wanted, engineer-announcer with first class phone. Southern West Virginia CBS affiliate. Announcing experience stressed. Transmitter watch duties to spell other technicians. Immediate opening. Group insurance program. WJLS, Beckley, West Virginia.

Production-Programming, Others

Do you write sparkling, attention getting commercials? Fast with an idea? Then, you're needed at leading Illinois indie. Work with an aggressive staff that helps make the spots flow. Salary tops, too! Send resume and copy. We'll call! Box 341C, BROADCASTING.

Mutual station in central U. S. desires ambitious program director for progressive market. Terrific opportunity. Send full information to Box 394C, BROADCASTING.

Wanted, experienced newsman-announcer. Send photo, tape and resume. Box 398C, BROADCASTING.

Have position open for male or female in copy and traffic. Send complete letter and sample of work. P. O. Box 437, Rockford, Ill.

RADIO

Situations Wanted

Management

Recently sold my station after ten years of profitable operation. Ready to bring you a most thorough and comprehensive knowledge of the broadcasting business, all phases. Married, family, 37 years old, available February. Looking for community with a future. Box 224C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Assistant manager-program director. Twelve years radio and tv. Combo. Announcing. Sales. P-B-P. Writing. Music. College graduate. Stable, civic-minded, family man. Age 35. Best references. Want opportunity, not only to join growing organization, but to contribute to its growth. Box 326C, BROADCASTING.

Manager now operating profitable station in market of 3500. Prefers larger market of not less than 7,000. Experienced in sales, announcing, copywriting, 1st phone license. College degree. Will consider buying interest. Prefer south. Box 343C, BROADCASTING.

Available: General manager. 20 years in radio. 6 years at one station, 9 years at another, 2 years at present station of which I am 25 per cent owner. This station to be sold, and, I desire to make change. My experience covers every department of station operations. References will prove my record one of the finest. Interested in position of general manager only and with authority to operate your property. Can invest $10,000. Married, 3 children, homeowner. Must have opportunity to make $15,000 annually. Looking for a solid, business-like operation where hard work and know-how pay off. Personal interview at time mutually convenient. Box 346C, BROADCASTING.

Available February 1st. Thoroughly experienced, young (27) station manager looking for right spot with music and news independent. Ten years in business covers all phases including top rated dj-program director and station manager. Highest references available. Married with family. My record proves I can get ratings and put billing on station. Perhaps we can earn and learn from each other. Box 387C, BROADCASTING.

General manager available sometime in January. Family man with good references, and solid experience. Best terms present company as general manager. Leaving for best offer that brings advancement in my profession. Records and personal meeting will indicate I'm an excellent bet for a progressive radio operation. Box 405C, BROADCASTING.

Sales

A sober mature man, over 20 years experience in radio and tv sales looking for possible permanent position, either tv or radio station. Experience in sales management, promotion and merchandising. Have done extensive traveling and will locate anywhere opportunity warrants. Box 410C, BROADCASTING.

Executive caliber experienced salesman available immediately. Present employer recommendation. Jeff Guier, WBEX, Chillicothe, Ohio.

RADIO

Situations Wanted—(Cont'd)

Announcers

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

DJ beginner, capable, eager to please, salary secondary to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 203C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel, gimmicks, and sales. Box 204C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 205C, BROADCASTING.

Three years experienced combo-man desires position. First class license, will move, excellent references. Reply to Box 327C, BROADCASTING.

Announcer, deep voice, 3 years experience, top pay, kw. Box 347C, BROADCASTING.

Newcaster: Forceful! Voice! Dramatic! Experienced: Married: 32: Morning man! Sales manager! Box 350C, BROADCASTING.

Attn.: Florida. Willing to pay $100.00 for excellent announcer or program director? Married, 30, 5 years experience radio & tv. Box 351C, BROADCASTING.

Dartmouth graduate '56. Sports announcer. Advised to go to college first and get announcing experience there. 4 years college and local commercial station. Every program available. Play-by-play specialty. Sold time, directed. Military service just completed. Married. Presently tv copywriter to learn television but sports announcing urge too strong. Available January. Prefer east but will go anywhere for right opportunity. Tape, resume, photo, best professional and character references. Box 353C, BROADCASTING.

Sportscaster desires good sports station with emphasis on baseball, basketball, football. Presently employed in midwest. Box 354C, BROADCASTING.

Country dj, announcer. Guitar. Third. Thoroughly experienced. Available January. Box 358C, BROADCASTING.

Experienced announcer, salesman, copywriting program director. Reliable. Anywhere. No drifter. Looking for future, salary secondary. Available now. Box 359C, BROADCASTING.

DJ, three years experience, knows music, good commercial, family. Box 362C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcer

Announcer, 1½ years experience, BA Degree, vet, 23, single; desire permanent position with future as staff announcer, reporter-announcer or play-by-play. Box 363C, BROADCASTING.

Deep, friendly voice. 4 years staff announcing experience. Prefer midwest. $90 minimum. Box 367C, BROADCASTING.

I'm available—announcer-license (no maintenance). Some experience, $400 minimum. Box 369C, BROADCASTING.

Available January. 4 years radio. Know good music. Married. Employed. Box 371C, BROADCASTING.

4 years experience music and news. Married and sober. Want to return middle Atlantic area. Available January. Tape or phone on request. Box 372C, BROADCASTING.

Top personality discomedian, 36, family-man. Production-minded, audience-builder, 14 years radio, 2 years tv. Proven ratings, sell-ability, thrive on competition. Doing highly-successful, all-sponsored, all-nite show in top major market. Want back mornings-days and out of "jukebox" station. $200 per week. Tapes, brochures, best references. Box 379C, BROADCASTING.

Announcer with limited air experience but excellent potential. 2 years college, radio school graduate. Married, one child. Restricted license. Tape and photo available. Box 380C, BROADCASTING.

Staff announcer, strong on music-jazz to classics. Young, married, veteran. Prefer east coast. Tape on request. Box 383C, BROADCASTING.

Top rated dj in city of 250,000 looking for chance in larger market. 10 years experience covering dj and pd. Tapes and further information available. Write or wire. Box 388C, BROADCASTING.

Bright, young dj, smooth on board, two years experience available before January 1. I need you, you need me, let's get together. Box 389C, BROADCASTING.

One of the better sports announcers who is equally capable at staff and news. Young, sober, married. Consider tv. Need one month to give present employer notice. Minimum $600 month. Box 392C, BROADCASTING.

Loking for announcer that sells hard; sells soft when needed, understands value of personality in radio and tv shows? I'm your man. Will work hard for station with opportunities. Western U. S. preferred. Box 404C, BROADCASTING.

Oklahoma. Because of personal reasons, must move to Oklahoma. Prefer Tulsa or general NE area. Experience: Part time since 1949, full time for past 3½ years as combo announcer-engineer. Experienced also in construction. Desire to work in radio or opportunity to learn tv. Do not drink, am reliable. Best of references. Must have 3 weeks notice. Present employer knows of this ad. For resume, tape and picture, write 1520 N. 18th, Springfield, Oregon.

Staff announcer interested in gathering, writing, airing local news. B.A. Degree Radio Television Communications. Presently employed. Nick Alexander, WCIL, Carbondale, Ill.

Want staff job radio and/or tv. 12 years show biz background. Understand importance hard sell. Married. Will work hard and stick with good job. Skip Haynes, 13240 So. Ave. F, Box 915, Mitchell 6-2029, Chicago.

Top dj in small market looking for bigger things. Tapes will prove rating. Present salary $96. Midwest please! Paul Lazzaro, WGWC, Selma, Ala.

Technical

Licensed first class chief engineer, qualified farm director and photographer. Box 266C, BROADCASTING.

First phone, 2½ years schooling television and radio, 2½ years experience, transmitter, studio, tape, disc, mag film recording. Prefer upper midwest. Box 370C, BROADCASTING.

Experienced graduate engineer-announcer overseas or state side. Box 403C, BROADCASTING.

Job as engineer any place in Louisiana, 1st class ticket, with 9 years experience. Will do combo work if necessary, have own repair equipment. Write Box 1064 or call National 4-2450, Hot Springs, Arkansas.

Have first class ticket and experience in radio. Prefer situation in Mississippi or adjoining state. Now employed WAZF, Yazoo City, Mississippi. Write John Gilmore, Post Office Box 44, Eden, Mississippi.

Make your RADIO and TV future secure

with a

First Class F. C. C. License

Grantham Training Prepares You

Grantham School of Electronics *specializes* in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class *commercial* (not amateur) license in 12 weeks!

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Send for free booklet.

Here's Proof! Recent graduates, the license they got, and how long it took them:

	License	Weeks
James M. Farish, 926 Cardone Ave., Reno, Nev.	1st	12
Francis Krug, Station WNCC, Barnesboro, Pa.	1st	14
Steve Galvan, 1911 Brockwell, Monteray Park, Calif	1st	13
Bernard Kirschner, 504 E. Fifth, New York, N. Y.	1st	12
Richard Meelan, 166 Jerome St., Brooklyn, N. Y.	1st	10
Edwin Harman, 6162 Bonner, North Hollywood, Calif.	1st	12
Albert D. Meeleib, Box 136, Elrama, Pa.	1st	12
Guido Elias, 66 S. Elliott Pl., Brooklyn, N. Y.	1st	12

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, DEPT. 14-H

821 19th St., N. W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman, 7 years radio-newspaper experience; seeks metropolitan market, prefers east; accurate, fast coverage, professional air delivery; best references; car. Box 282C, BROADCASTING.

Continuity director-newscaster, 16 years radio-tv including 11 years continuity director major national agency. Permanent local station connection about January 1. Box 319C, BROADCASTING.

Coll. & radio school grad. can do radio news writing, commercial copy, announcing, keep books, is willing to start from the bottom. 28, single, vet. Box 355C, BROADCASTING.

Sports director, salesman, announcer, qualified to manage, 8 years experience radio and tv. Box 357C, BROADCASTING.

Man and wife seek connection with growing am and/or tv station. Prefer mild climate without smog and congestion. Man is thoroughly experienced all phases production, direction, writing, programming. Wife is top executive secretary, fast shorthand, typing, scheduling, traffic, bookkeeping. Will consider position for husband alone but team-combo more efficient and economically practical for station. Top past credits and references. Box 361C, BROADCASTING.

Sales and copywriter. Mature adult desires relocation Gulf Coast area, New Orleans to Sarasota. Present employer aware of this ad. Background ten years legit theatre, embracing grease paint, booking, managing and producing stock. Five years radio. Have ticket but don't want board. Can sell and write selling copy with accent upon production spots, formats and promotions. Present salary and commission earnings 1000 watt Texas indie exceed $600 month. Box 365C, BROADCASTING.

PD-deejay desires deejay work only. Proven ability; striking Hooper. Enthusiastic; cooperative. Currently employed. Wants major market only. Available after January, with two weeks notice. Tape, then interview if worthwhile. Box 376C, BROADCASTING.

Single girl, college graduate, three years experience in copy, traffic, announcing. Can run own board. One year, copy supervisor. Available January 1. Box 378C, BROADCASTING.

Negro. Give me 3 months trial. I'll be tops. Experienced. Box 406C, BROADCASTING.

Program director-news director. I have had wide experience in both fields with local stations, networks, agencies. May I send you my comprehensive professional resume? Box 408C, BROADCASTING.

TELEVISION

Help Wanted

Sales

TV salesman who wants profitable opportunity to sell locally for fine ABC station that leads 3 vhf Wichita, Kansas market is welcome to submit confidential opplication stating all particulars, background, experience, income requirements, photo, etc. to Martin Umansky, KAKE-TV.

Announcers

Mature announcer, authoritative voice, special events experience, for vhf in important Texas market. Box 345C, BROADCASTING.

Expanding vhf television station needs experienced tv announcer or radio announcer with tv potential. Please send photo, tape and resume. Reply Box 407C, BROADCASTING.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Transmitter engineer for vhf station in metropolitan midwest city. Radiotelephone first required. Salary range $80.00 to $125.00, other benefits. Opportunity to advance from small radio or tv operations to a large operation. State experience, education, and provide a recent snapshot. Box 206C, BROADCASTING.

Immediate openings in new station. Need men with first class license and experience in uhf field. All RCA equipped as a combined transmitter and master control operation. Contact Box 356C, BROADCASTING.

TV engineers. At least one year experience. Full NBC outlet. RCA type transmitter. Northeastern. Box 401C, BROADCASTING.

If you have a first class license and good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-TV, Kalispell, Montana.

Expansion of staff means opportunity for you to live and work at established vhf CBS affiliate in ideal climate of Colorado Springs. First class license and operating and maintenance experience in television or radio required. Starting salary $85.00 and up, depending on experience. Regular salary review. State experience, education, and furnish recent snapshot. H. C. Strang, Chief Engineer, KKTV, Colorado Springs, Colorado.

Immediate opening for experienced tv engineer with progressive vhf station. Contact Chief Engineer, WJBF, Augusta, Georgia.

Production-Programming, Others

Experienced tv continuity writer. Top vhf network station in midwestern city of 300,000. Excellent opportunity for right man or woman to work with professional crew and talent in outstanding, completely equipped studios. Full resume, samples, salary requirements, photo requested. Box 339C, BROADCASTING.

Television photographer. If you have know how, imagination, adaptability, speed, willingness, contact Box 348C, BROADCASTING.

Television director. Top man who can operate switcher and think ahead. Contact Box 349C, BROADCASTING.

Director-producer with ability and experience. CBS-tv affiliate in major SE market. Announcing ability helpful but not necessary. Prefer college graduate. Picture, resume, references with first letter. Box 409C, BROADCASTING.

Continuity chief—male. To take over management continuity department—midwest tv station medium market. Must be able to operate with minimum of supervision. Close cooperation with sales department and producers expected. Opening immediate. Send full details, including salary requirements, to Jack Klein, PO Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted

Sales

Sales manager. Twelve years national, local, management experience radio and television. Thirty-five, married, family, presently employed. $10,000.00. Let's talk it over. Box 279C, BROADCASTING.

Salesman, sales trainee. Young man, now top talent performer, will accept pay cut to learn sales and grow with highly professional, solid organization. Eight years on air and production. Best references. Box 373C, BROADCASTING.

Announcers

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 908B, BROADCASTING.

Television newswriter, newsfilm editor-reporter, 5 years Chicago experience, seeking newscasting position. Tape, photo available. Box 364C, BROADCASTING.

Technical

First phone, three years television studio operation and maintenance experience. Prefer midwest. Box 274C, BROADCASTING.

Engineer, first phone, three years experience. All phases of studio operation. Prefer the west. Box 297C, BROADCASTING.

RADIO STATIONS FOR SALE

NORTHWEST

Full time. Exclusive. Grosses about $40,000 year. Profitable.

Full price $40,000 with $12,000 down.

SOUTHWEST

1. Daytimer. Exclusive. Low operating costs. Has earned present owner over $1,200 monthly.

$60,000 full price. $15,000 down, balance up to 15 years 6%.

2. All new equipment. Daytime. Grossing around $30,000. Exclusive market.

$10,000 down. Good terms on balance.

Our NATIONAL organization has fine properties to offer you throughout the whole United States. Why not contact us today and let us know what you want?

ROCKY MOUNTAIN

Absentee owned. Gross now $3,000 month but should do $5,000.

Well worth the $35,000 asking price. Terms to be agreed upon.

EASTERN FULLTIME

Excellent property in a rich agricultural area. Well equipped. Well accepted. Gross about $50,000.

Asking $65,000 with 29% down.

ROCKY MOUNTAIN

Full time station. Has grossed $107,000 to $109,000 year. Earned $40,000 net before taxes and management for 3 years.

Asking $125,000 with 29% down. Good terms on balance.

JACK L. STOLL & ASSOCIATES

A **NATIONAL** ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Situations Wanted—(Cont'd)

Technical

Former tv broadcast technical instructor, all phases. Philco techrep underwater tv. AM, tv, other experience. Presently technical writer. Versatile, personable, mature. Desire return to fold. All first license. Box 386C, BROADCASTING.

Production-Programming, Others

News director. Employed editor, 31. Top writer, reporter. Nine years local, state, national news. Can organize, gather, present news. Box 316C, BROADCASTING.

Production manager or assistant program manager. Young man, 8 years radio, tv talent, directing, producing, limited administrative experience and training, desires program department post with successful, medium size station with future advancement. Excellent references. Box 374C, BROADCASTING.

FOR SALE

Stations

Florida major market, $250,000, terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Middle Atlantic, medium market station, $65,000 with terms. Paul H. Chapman Company, 17 East 48th, New York.

Gulf south, single station market, $35,000 with one-half cash. Paul H. Chapman Company, 84 Peachtree, Atlanta.

St. Louis-Kansas City area. A top notch market and station. Full time. Ralph Erwin, Broker. Tuloma Building, Tulsa.

Special. A semi-metropolitan area with highly diversified economy. The 0.5 mvm signal of this station reaches a market in excess of 106,000 people. Mid-continent area. A full-time station. Offered for private sale to qualified principals only. Priced under $100,000. Written inquiries are invited. Ralph Erwin, Broker. Tuloma Building, Tulsa.

St. Louis-Little Rock area. A full time station now available. Ralph Erwin, Broker. Tuloma Building, Tulsa.

Listing DN: Exceptional market of more than 100,000. Semi-metropolitan. Diversified economy. Less than 300 miles from Kansas City. $45,000 cash handles. Details available upon written inquiry from qualified principals. Ralph Erwin. Broker, Tuloma Building. Tulsa.

Special: A long-established fulltime station in the Kansas City-Wichita area. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Equipment

Two Ampex model 350C with new guarantee; one with remote control. Both for $1750. Also new Ampex 612 Stereo playback with two 620 speaker amplifiers. $500.00 complete. Box 241C, BROADCASTING.

Four 50KVA, 60 cycle, single phase, air cooled transformers. Two primaries, 120/240 volts. Secondary 440/480 volts. Bargain. Box 324C, BROADCASTING.

For sale: 250 watt Gates fm transmitter, frequency monitor, frequency deviator, 200 feet Andrew coax cable and two bay antenna. Write KPOC, Pocahontas, Arkansas.

Used Bolex H16mm F1.9 $125; Uhler 16mm Silent, sound, printer $90: Harriott, WFLA, Tampa.

RCA type 72-D recording attachment with recording head, base attachment and 1.5 mil cutting stylus (new). Priced to sell as bargain. Call or write Chief Engineer, WILO, Frankfort, Indiana.

50,000 watts am broadcast transmitter. Western Electric type 306B, Serial 101. Two year supply of tubes, $10,000. WJR, Detroit 2, Michigan, A. Friendenthal.

TV monitors, Miratel, twenty 17" and six 21" demonstrators. Electrically checked, like new. Slight cabinet imperfections. 17" $180 each and 21" $215. Each factory guaranteed. Also available new at $210 and $259. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

WANTED TO BUY

Stations

Two radio men with "know how" interested in buying station in midwest, New England, or west: Not speculators. Will move permanently to area and operate station. Community, neighbor, service-minded. Plan long range solid, stable ownership, not fast turnover and quick buck. Can afford 10 to 15,000 down. Want 75 to 100,000 grosser. Box 381C, BROADCASTING.

Equipment

200 feet of 1⅝ inch coax transmission line. Please quote price. Reply Ed Dunbar, WBBQ, Box 1209, Augusta, Georgia.

Wanted tower 200 to 300 feet galvanized 30 pound self supporting. Wire or write description and price to E. C. Frase, Jr., WMC-WMCT, Memphis, Tennessee.

Wanted: RCA BC3B consolette and up to four (4) easy speed change turntables, such as RCA BQ-2B or Gates CB-150-160. Reply to Chief Engineer, WSBA, York, Pennsylvania.

We buy tower of 450 feet high, with insulators and retains. Lights equipment, preferable in aluminum three faces. Please address replies to Radio Station XEAW, P. O. Box 628, Monterrey, Nuevo Leon, Mexico. Besides we buy two 250 watt RCA Victor equipment.

Cash for 3 kw fm transmitter and monitors. State make and condition. Schneider, P. O. Box 989, Oxnard, California.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

Need used 5 kw Dumont low band tv amplifier (for use with existing 500 W driver). Also used complete 5 kw low-band tv transmitter and antenna. Give full details. A. G. Zepeda, Apartado 1762, Mexico, D. F.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

MISCELLANEOUS

Will trade my well established $400,000 advertising business in Los Angeles (returning approximately $15,000 yearly) plus necessary cash for radio station located in the west. Box 360C, BROADCASTING.

RADIO

Help Wanted

Production-Programming, Others

NEWS DIRECTOR

Growing chain wants top-flight news director effective January First. Unless you are a mature hard-hitting newshawk that can dig it up and deliver it, don't waste our time. Experience and writing ability a must. Salary open. Rush tape, photo, resume and salary range to

Box 148C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to

Box 215C, BROADCASTING

Announcers

AIR SALESMAN!

Sacramento's top-rated music and news personality station wants to immediately contact a REALLY effective air salesman (D.J.), preferably with a first ticket. Excellent salary—fine earning opportunity—wonderful California community. Rush audition tape, photograph and past experience resume to Jack Lawson, Station KXOA, P. O. Box 3094, Sacramento 15, Calif.

Situations Wanted

GENERAL MANAGER

I am looking for a new, top-flight managership only because my background proves that I am well qualified for such a position. I am currently employed in a management capacity in a major market; and am looking to improve myself in both the type of operation and financial income. My work record is one of specific accomplishments in programming, local and national sales (I was in the station representative business for several years) and, of course, management, all with leaders in the industry. I am not a super-man; however, as a young, 35 years of age, tireless worker with definite industry know-how, I definitely could be the man you've been looking for to helm your station. If you have a good operation and want to improve your position in your market, I can do the job both from behind the desk and on the other side. If you are interested, write immediately full details, and you will hear from me promptly. Minimum starting salary, $15,000 with opportunity to improve as station's position improves.

Box 399C, BROADCASTING

TELEVISION

Help Wanted

CALIFORNIA NETWORK VHF TV STATION EXPANSION

Requires The Following Personnel

1. SALESMAN—For local sales, salary and over-ride, neat appearing. Send complete resume and photo.
2. ANNOUNCER—Neat appearing, able to handle live commercials, booth and other local phases. Send tape and photo with resume.
3. ARTIST—Man or woman for creative artwork as well as layouts, ads, promotion pieces in promotion department. Send samples, photo and resume.
4. PHOTOGRAPHER — Knowledge of all phases of TV photography, 35 mm. slides, 16 mm. processing equipment, 4x5. Send complete resume with samples of work.
5. ARTIST-PHOTOGRAPHER — Able to handle all art as well as photo. Air-brush, showcard machine, hand lettering, art work, plus 16 mm. film processing, 35 mm. slides, etc. Send complete samples and resume.

Write Box 270C, BROADCASTING

Announcers

IMMEDIATE OPENING

. . . for two staff announcers with exceptional commercial delivery. Only tv-experienced considered. Excellent career opportunity with fast-growing regional network.
Rush photo, tape and wage requirement to:

PROGRAM MANAGER,
WABI-TV
BANGOR, MAINE

FOR SALE

Equipment

FOR SALE—REASONABLE
Complete used equipment to set up
TV STATION—CHANNEL 9
All components—turntables to tower.
(Tower not included.)
P. O. Box 134, Erie, Penna.
Also all types Micro-Wave equip., new.

Type 323A
VIDEO EQUALIZER
For equalizing losses in W. E. #724 coaxial cable of various lengths from 0-500 feet. Frequency range: 0-8 MC.
Equipped with standard AMPHENOL connectors instead of the special W. E. type, therefore mating connectors for the cable are readily obtainable.
These equalizers have been approved by a leading telecastor, and are in current use.
METROPOLITAN TELEPHONE & RADIO CORPORATION
964 Dean Street
Brooklyn 38, New York
Telephone Nevins 8-5900

FOR SALE—(Cont'd)

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

Qualified investment group seeking eastern and New England radio stations. Stations must be able to liquidate long term indebtedness out of earnings. CP'S Also desired. No brokers.
Box 411C, BROADCASTING

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

COME SOUTH!

Mississippi Broadcasters Association, membership over 60 stations, have openings for all phases of broadcasting, including management. If you would enjoy living in leisurely mild climate with excellent working conditions and good pay, contact *Mississippi Broadcasters Placement Service (no fee), Paul Schilling, WNAT, Natchez, Mississippi.*

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

FOR THE RECORD

continues from page 110

Mr. Shields is attorney. Announced Dec. 11.

Cranston, R. I.—Neighborly Bcstg. Co.—Granted 99.9 mc, 10 kw D. P. O. address 25 7th St., Providence. Principals are: Pres. **Jack C. Salera** (47.5%), former part owner-manager of **WNRI Woonsocket, R. I.**, Secy. **Peter B. Gemma** (47.5%), pres. Perk T.V. Corp.; and Treas. **Lorraine M. Salera** (5%). Announced Dec. 5.

APPLICATION

Chicago, Ill.—Buddy Black Bcstg. Co. 93.3 mc, 35 kw unl. P. O. address 900 N. Michigan Ave., Chicago, Ill. Estimated construction cost $14,000, first year operating cost $30,000, revenue $35,000. Owners are **Solomon Bolnick** (37.5%), **Paul Wasserman** and **Buddy Black** (each 31.25%). Mr. Bolnick has cleaning interests. Mr. Wasserman also has cleaning interests. Mr. Black has free lance shows on **WLS Chicago.** Announced Dec. 11.

Existing Fm Stations

ACTIONS BY FCC

WFSC-FM Franklin, N. C.—Granted mod. of cp to change trans. and ant. system, reduce ERP from 4.4 kw to 930 w, change ant. height from 295 to minus 310 ft.; waived Sect. 3.204(a) of rules to permit use of 250 w trans.; trans. to be operated by remote control; engineering condition. Announced Dec. 5.

CALL LETTERS ASSIGNED

WSJG Miami, Fla.—Hallandale Drive-In Theater Inc. 94.9 mc.
WXCN Providence, R. I.—Concert Network Inc. Changed back from WPCN.
WQFM Milwaukee, Wis.—Koeth Bcstg. Corp., 93.3 mc.

Allocations

FM CHANNEL CHANGES

By order, Commission amended its Class B FM allocation table to substitute ch. 287 for ch. 284 in San Diego, Calif. **KDFR San Diego,** seeks to shift operation from ch. 284 to ch. 287. Announced Dec. 5.

By order, Commission amended its allocation table for Class B FM stations by deleting ch. 227 from **Tacoma, Wash.,** and substituting ch. 284 for 279 in **Olympia** and ch. 289 for 284 in **Centralia.** This change will make Class A ch. 280 available for assignment to new station in **Tacoma,** as proposed in application filed by **Thomas Wilmot Read.** Announced Dec. 11.

By order, Commission amended its allocation table for Class B FM stations by substituting ch. 262 for ch. 233 in **Salinas, Calif. KPFA** (ch. 231). **Berkeley,** petitioned for deletion of ch. 233 in Salinas so that station would not be established there on that channel there by causing interference in that area to reception of KPFA signals. Announced Dec. 11.

Ownership Changes

ACTIONS BY FCC

KCOP (TV) Los Angeles—Granted assignment of license from **The Copley Press Inc.** to **KCOP Television Inc.** for $4,000,000. Owners of KCOP Television Inc. are **Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman** and **Joseph A. Thomas** (each 25%). Mr. Crosby owns 6.12% interest in **KGLC Miami, Oklahoma,** and is vice president and 25% owner of **KFEQ-AM-TV St. Joseph, Mo.** Kenyon Brown is 49.99% owner of **KANS Wichita, Kansas,** president and 25% owner of KFEQ-AM-TV, licensee of **KLYN Amarillo, Texas,** vice president and 22.15% owner of KGLC, licensee of **KWFT Wichita Falls, Texas.** Mr. Coleman is vice president and 25% owner of KFEQ-AM-TV, has interest in KGLC. Mr. Thomas has 25% interest in KFEQ-AM-TV. Announced Dec. 11.

KYOS Merced, Calif.—Granted transfer of negative control to **Frank J. Flynn** (interest in **KFLY Corvallis, Oreg.**); consideration $41,250. Announced Dec. 11.

KYNE Port Hueneme, Calif.—Granted assignment of cp from **J. Claude Warren, Paul E. Wilkins** and **J. Q. Floyd** to Mr. Warren, **Donnely C. Reeves (KAHI Auburn,** and interest in **KFIV Modesto)** and **A. Judson Sturtevant, Jr.,** d/b as **Coast Bcstrs.**; consideration $1,500 and assumption of $2,400 liabilities. Announced Dec. 11.

KITO San Bernardino, Calif.—Granted assignment of license to **Radio Assoc., Inc. (Marshall S. Neal,** president, and other officers have interests in **KWKW Pasadena);** consideration $200,000, conditioned that assignment of license not be consummated until such time as station KITO is rebuilt and operating in accordance with terms of its regular license. Announced Dec. 11.

WTAN Clearwater, Fla.—Granted assignment of license to **Clearwater Radio, Inc. (H. D. Parker,** president); consideration $150,000. Announced Dec. 11.

WWIL Ft. Lauderdale, Fla.—Granted assignment of license to **Florida Air-Power, Inc. (Richard C. Fellows,** president); consideration $130,000. Announced Dec. 11.

WOBS Jacksonville, Fla.—Granted assignment of license to **Mel-Lin, Inc. (Simpson R. Walker,**

Jr., president, interest in WSTN St. Augustine); consideration $500,000. Announced Dec. 11.

WMMB Melbourne, Fla.—Granted transfer of control from Erna Bessler to Harlan G. Murrelle, Myron W. La Barr, David M. Simmons, Albert E. Theetge, John T. Stethers and Howard L. Green; consideration $102,500. Announced Dec. 11.

WEAR Pensacola, Fla.—Granted assignment of licenses to Florida Radio and Bcstg. Co. (Edward J. Oberle, president, and owner of WIVY Jacksonville); consideration $112,500. Announced. Dec. 11.

WMGE Madison, Ga.—Granted assignment of license from W. C. Woodall, Jr., et al. to Howard C. Gilreath (interest in WVOP Vidalia) and F. K. Graham, d/b as Gilreath and Graham; consideration $30,000. Announced Dec. 11.

WVLN-AM-FM Olney, Ill.—Granted assignment of cp and licenses to Illinois Bcstg. Co. (Lindsay-Schaub Newspapers, Inc.; WSOY Decatur, WSEI [FM] Effingham, and interests in WCIA [TV] ch. 3, Champaign and WGEM-AM-FM-TV ch. 10, Quincy); consideration $95,000. Announced Dec. 11.

WMRY New Orleans, La.—Granted assignment of license and cp from Southland Bcstg. Co. to Rounsaville of New Orleans Inc. for $250,000, including real estate, conditioned that assignment not be consummated until assignment of license of WOBS Jacksonville, Fla., from Rounsaville of Charlotte Inc. to Mel-Lin Inc., has been consummated (see above). Sole owner will be Robert W. Rounsaville, who also owns WQXI Atlanta, Ga., WCIN Cincinnati, Ohio, WOBS Jacksonville and WIOK Tampa, both Fla., WMBM Miami Beach, WLOU Louisville, Ky., WSOK Nashville, Tenn., WATL-TV Atlanta, WQXL-TV Louisville and WQXN-TV Cincinnati. Announced Dec. 11.

WIKB Iron River, Mich.—Granted assignment of license to Iron County Bcstg. Corp. (Edwin Phelps, Sr., interest in WTAY Robinson, Ill.); consideration $53,000. Announced Dec. 11.

KTOO Henderson, Nev.—Granted assignment of license to Advertising Dynamics Corp. (Roland B. Vaile, president); consideration $78,945. Announced Dec. 11.

KTNM Tucumcari, N. Mex.—Granted assignment of licenses from W. Lloyd Hawkins, Ted Lawson, D. A. Benton, Murphy M. May, Don G. Opheim, David R. Worley and Bruce C. Zorns, to Messrs. Lawson, Benton, May, Opheim and Howard L. Maudlin; consideration $63,000. Announced Dec. 11.

WHUC Hudson, N. Y.—Granted assignment of license from Robert T. Strakos and John F. Kearney to Colgreene Bcstg. Co., Inc. (Orin Leham, president); consideration $82,500. Announced Dec. 11.

THE INSIDE STORY...

Your Christmas Seal letter asks you to give to the fight against tuberculosis.

Christmas Seal funds have helped cut the TB death rate 95%... yet TB still kills more people than all other infectious diseases combined.

So use Christmas Seals from now 'til Christmas... and remember to answer the letter, please.

Buy and use Christmas Seals

WMFD-TV Wilmington, N. C.—Granted transfer of control from Richard A. and Louise M. Dunlea to Carolina Bcstg. System, Inc. (WNCT-TV ch. 9, Greenville, N. C.), and James W. Jackson; consideration $153,850. Announced Dec. 11.

KGEO-TV Enid, Okla.—Granted transfer of control (100%) from P. R. Banta, et al., to Louis E. Caster and Ashley L. Robinson (interests in WREX-TV ch. 13, Rockford, Ill.); consideration $957,440 plus assumption of $503,885 liabilities. Announced Dec. 11.

WDIA Memphis, Tenn.—Granted transfer of control from John R. Pepper to WDIA, Inc. (WOPA-AM-FM, Oak Park, Ill., WOPT [TV] ch. 44, Chicago, and KXEL Waterloo, Iowa); consideration $1,000,000. Announced Dec. 11.

KGAS Carthage, Texas—Granted assignment of license from Thomas F. Alford and F. E. Barr to Beverly E. Brown, A. Glenn Morton, Jr., and William G. Morton, d/b under same name; consideration $30,000 Announced Dec. 11.

KRCT Pasadena, Texas—Granted transfer of control from W. D. Christmas to Industrial Bcstg. Co. (John Touchstone, president); consideration $175,000. Announced Dec. 11.

KOYE Ysleta, Texas—Granted assignment of cp from John S. Chavez and four partners to Mr. Chavez and three partners; stock transaction. Announced Dec. 5.

WGKY Charleston, W. Va.—Granted assignment of license from Jacob A. and Walter F. Evans to Joseph L. Brechner (interest in WLOF-AM-TV, ch. 9, Orlando, Fla., and WERC Erie, Pa.); consideration $65,000. Announced Dec. 11.

APPLICATIONS

WULA Eufaula, Ala.—Seeks assignment of license from Christian & McClure to Dixie Radio Inc. Corporate change. No control change. Announced Dec. 9.

KXOA-AM-FM Sacramento, Calif.—Seeks transfer of control of licensee corp. (Sacramento Bcstrs.) from Lincoln Dellar to Cal-Val Radio Inc. for $500,000 plus amount equal to difference between current assets and liabilities of licensee corp., as will be determined. Cal-Val Radio is owned by John E. Kearney (25%), Riley R. Gibson (21⅔%), Douglas E. Anderson, George A. McConnell (each 15%) and others. All of these are officers of KXO El Centro, Calif. Announced Dec. 10.

KOVR (TV) Stockton, Calif.—Seeks transfer of control (Television Diablo Inc.) from H. L. Hoffman to Gannett Co. for $3.1 million. Gannett Co. owns WHEC-AM-TV Rochester, N. Y., WENY Elmira, N. Y., WDAN-AM-TV Danville, Ill., WINR-AM-TV Binghamton, N. Y., and minority interest in WHDC Olean, N. Y. Announced Dec. 9.

WVMC Mt. Carmel, Ill.—Seeks assignment of license from Stephen Porter Bellinger, Joel W. Townsend, Morris E. Kemper and Ben H. Townsend d/b as Radio Station WVMC to same individuals plus T. Keith Coleman d/b as same firm. Mr. Coleman will pay $5,000 for his 10% interest. Announced Dec. 9.

KLPM Minot, N. D.—Seeks assignment of license from Minot Bcstg. Co. to Minot Bcstg. Co. Inc. Corporate change. No control change. Announced Dec. 5.

KFDA Amarillo, Tex.—Seeks assignment of license from Amarillo Bcstg. Co. to Lone Star Bcstg. Co. and transfer of control of licensee corp. from Amarillo Bcstg Co. to Charles B. Jordan, contingent upon grant of assignment application. Mr. Jordan will be sole owner of KFDA, for which he relinquishes his 25% stock interest in parent corp. (which will own KFDA-TV). Announced Dec. 5.

WCAW Charleston, W. Va.—Seeks transfer of control of licensee corp. (Capitol Bcstg. Corp.) from Pete Johnson Bcstg. Co. to E. M. Johnson. Corporate change. No control change. Announced Dec. 6.

Hearing Cases

FINAL DECISIONS

By order of Dec. 11, Commission made effective immediately Nov. 8 initial decision and granted application of Robert H. Sauber for new am station to operate on 1430 kc, 500 w, D, in Franklin, Pa.

By Order of Dec. 11, Commission (1) dismissed as moot a Sept. 30 petition by Beehive Telecasting Corp. to enlarge issues in then comparative hearing on its application and that of Jack A. Burnett (since dismissed) for new tv stations to operate on ch. 11 in Provo, Utah, and (2) made effective immediately Nov. 13 initial decision, as modified, and granted Beehive application.

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of Pillar of Fire to modify license to increase number of specified hours of operation of KPOF Denver, Colo. (910 kc, 1 kw-5 kw-LS SH).

OTHER ACTIONS

By Order of Dec. 5, Commission granted motion by National Bcstg. Co. (WAMP, formerly WJAS) Pittsburgh, Pa., to substitute itself in place of Pittsburgh Radio Supply House as party to proceeding on application of Hocking Valley Bcstg. Corp. to increase power of WHOK Lancaster, Ohio, from 500 w to 1 kw, continuing operation on 1320 kc, D.

Wabash Valley Bcstg. Corp., Cy Blumenthal, Illiana Telecasting Corp., Terre Haute, Ind.—Designated for hearing three applications for new tv stations to operate on ch. 2 in Terre Haute. Announced Dec. 5.

By Order, Commission denied petition by Tribune Publishing Co., applicant for new tv station on ch. 2, Portland, Oreg., requesting reconsideration of Commission action of October 16 denying request of Oregon Radio, Inc., that latter's application to change transmitter site and increase power of station KSLM-TV (ch. 3) Salem Oreg., be consolidated for hearing with Oregon Radio's application for extension of time to complete construction of KSLM-TV. Announced Dec. 5.

By order of Dec. 4, Commission granted petition of Deep South Bcstg Co. for extension of time to one hour for its oral argument in proceeding on its application for Mod. of CP of WSLA (ch. 8) Selma, Ala.; counsel for other parties each allowed 20 minutes for argument.

Commission on Dec. 9 ordered that initial decision which looked toward grant of application of Port City Television Co., Inc., for a new tv station to operate on ch. 18 in Baton Rouge, La., and which would have become effective on Dec. 11 pursuant to Sect. 1.853 of rules, shall not become final pending further review by the Commission.

Liberty Bcstg. Co., Liberty, Texas—Designated for hearing application for new am station to operate on 1050 kc, 250 w, DA, D; made KATR Corpus Christi, party to proceeding. Announced Dec. 11.

Routine Roundup

ACTIONS BY FCC

By Order, Commission granted petition of Birch Bay Bcstg. Co., Blaine, Wash., for reinstatement of its application for new am station and accepted amendment specifying operation on 550 kc, 500 w, D, in lieu of 930 kc, 5 kw, D, and the application as amended is returned to the processing line. Announced Dec. 11.

FILING TIME FOR TV "REPEATERS" EXTENDED

On request of Gov. McNichols of Colorado in behalf of Colorado Television Repeater Assn., Commission, by Order, extended from December 15 to January 15 time for filing initial comments in proceeding involving proposal to authorize low power tv broadcast "repeater" stations, and reply comments from January 14 to February 14. Announced Dec. 11.

TV RULE MAKING PETITIONS DENIED

By Memorandum Opinion and Order, Commission denied petitions for rule making to amend tv table of assignments by (1) WKNE Corp. (WKNE-TV, ch. 45), Keene, N. H., to delete ch. 11* reserved for educational use in Durham, N. H., and assign it to Keene for commercial use, substitute ch. 75, 76 or 83 for educational

1 United Press news produces!

use in Durham, and order **WKNE-TV** to show cause why its cp should not be modified to specify operation on ch. 11 instead of ch. 45, and (2) **Salisbury Bcstg. Corp. (WWOR-TV**, ch. 14), **Worcester, Mass.**, to delete ch. *11 from **Durham** and assign it to Worcester for commercial use, and assign ch. 21 to Durham for educational use. Announced Dec. 11.

PETITIONS FOR RULE MAKING FILED

Functional Music Inc. WFMF Chicago, Illinois—Petition requesting amendment of Sec. 3.293 of Rules so as to permit fm broadcast licensees engaging in functional music or storecasting operations to do so on either a multiplex or simplex basis, or in alternative, to grant petitioner waiver of rules which will permit it to continue its functional music operation on simplex basis until at least January 1, 1959, or until technically acceptable multiplexing equipment becomes available and can be installed. Announced Dec. 6.

Huntington-Montauk Broadcasting Co., Inc. Huntington, New York—Petition requesting that revised tentative allocation plan for Class B fm broadcast stations be amended as follows: delete ch 300 at **New Haven, Connecticut** and add ch. 283 to same; delete ch. 300 at **Allentown, Pennsylvania** and add ch. 298 to same; delete ch. 298 at **New York, New York and add** ch. 300 to same, and add ch. 297 to **Huntington, New York.** It is further requested that licensee of Station **WEST-FM Easton, Pennsylvania** be ordered to show cause why its authorization should not be modified to specify ch. 298 in lieu of ch. 300; that applicants for ch. 298 at **New York City** be directed to amend their applications to specify ch. 294 in lieu of ch. 298; that **The Riverside Church in City of New York** be directed to amend its application to specify ch. 300 in lieu of ch. 294; and that petitioner be directed to amend its application to specify ch. 297 in lieu of ch. 294. Announced Dec. 6.

KCOR, Inc. Station KCOR-TV San Antonio, Texas—Petition requesting institution of rule making which would result in allocation of vhf channel for use by **KCOR-TV San Antonio, Texas.** Petitioner proposes following methods of accomplishing this result, namely: (1) Amendment of rules so as to permit **KCOR-TV** to operate part time on vhf ch. 9 which is presently allocated to San Antonio for non-commercial purposes; (2) Reclassification of vhf ch. 9 as a commercial channel in order to permit KCOR-TV and educational television organizations in San Antonio to apply for share-time facilities using ch. 9; and (3) Allocation of ch. 2 to San Antonio for commercial purposes, with accompanying changes in other television allocations in cities along the **United States-Mexican border,** and with appropriate waivers of Rules. Announced Dec. 6.

Jefferson Standard Broadcasting Company WBTV (TV) Charlotte, North Carolina and WBTW (TV) Florence, South Carolina—Petition requesting institution of rule making so as to allocate ch. 8 for commercial use at **Greensboro, North Carolina** by making following changes: delete ch. 8 from **Florence, South Carolina** and add same to **Charleston, South Carolina** and Greensboro, North Carolina and delete ch. 13 from Charleston, South Carolina and add same to Florence, South Carolina. Announced Dec. 6.

The Board of Regents of University of State of New York, New York, New York—Petition requesting amendment of Section 3.606 by institution or rule making so as to set aside ch. 13 for use in the **New York Metropolitan Area** for educational television. Announced Dec. 6.

PETITIONS FOR RULE MAKING DENIED

General Electric Company Syracuse, New York—*Petition requesting that sections 10.101(c)5, 11.8(g)5 and 16.8(d)5 of rules be amended to read: "Whenever it is proposed to locate a 72-76 mc fixed station within ten (10) miles of a ch. 4 or ch. 5 tv station, fixed station shall be authorized only if radius to interference contour is less than 100 feet, as determined from chart entitled 'nomograph for determining radius from fixed station in 72-76 mc band to interference contour along which perceptable interference occurs for 10% of tv receivers'. Two charts are provided, one for ch. 4 and one for ch. 5." Announced Dec. 6.

* Denied by memorandum opinion and order 11-27-57.

Springfield Television Broadcasting Corporation WWLP (TV) Springfield, Massachusetts—*Petition requesting institution of rule making proceedings looking toward amendment of Section 3.606 of rules so that group of translator stations on ch. 72 may be used throughout area of **Southern Vermont, Southwestern New Hampshire** and **Northwestern Massachusetts.** Channel changes proposed are as follows: delete ch. 72 from **Lawrence, Massachusetts** and add ch. 74 to same; delete Ch. 78 from **Lowell, Massachusetts** and add ch. 80 to same; delete ch. 77 from **Brattleboro, Vermont** and add ch. 78 to same; delete ch. 59 from **Bildeford, Maine** and add ch. 77 to same; delete ch. 57 from **Montpelier, Vermont** and add ch. 81 to same; delete ch. 37 from **Claremont, New Hampshire** and add ch. 83 to same; delete ch. 74 from **Bennington, Vermont,** ch. 58 from **Greenfield, Massachusetts,** ch. 80 from **North Adams, Massachusetts** and ch. 64 from **Pittsfield, Massachusetts.** Announced Dec. 6.

*Denied by memorandum opinion and order 11-27-57.

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion on dates shown

On own motion, ordered that hearing scheduled

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

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52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

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company name
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city — zone — state
occupation required
Sign gift card

2 **$13.00**

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company name
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3 **$19.00**

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4 **$25.00**

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additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

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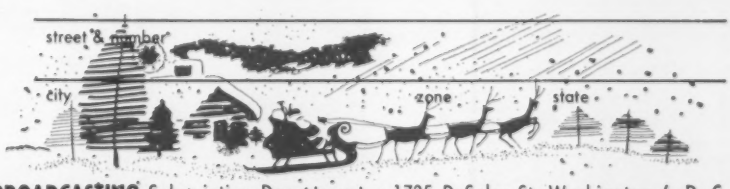
street & number
city — zone — state



● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

for Dec. 9 is continued to Feb. 3, 1958, in proceeding on am application of **Grand Haven Bcstg. Co. (WGHN) Grand Haven, Mich.** Action Dec. 5.

By Hearing Examiner Basil P. Cooper on December 4

Ordered that prehearing conference will be held on Dec. 18 re fm applications of **Armin H. Wittenberg, Jr., Los Angeles, Calif.,** and **Pasadena Presbyterian Church, Pasadena, Calif.**

By Chief Hearing Examiner James D. Cunningham on December 5:

Granted petition of **Robert Burdette, San Fernando, Calif.,** for dismissal without prejudice of his am application, and remaining applications involved in consolidated proceeding (**Charles R. Bramlett, Torrance, Calif., et al.**) are retained in hearing status.

By Hearing Examiner Annie Neal Huntting on December 5:

Issued statement and order following first prehearing conference in proceeding on am application of **Pierce Brooks Bcstg. Corp. (KGIL) San Fernando, Calif.;** hearing scheduled for Jan. 9, 1958, is continued without date pending action by Commission upon petition for reconsideration to be filed by applicant.

By Hearing Examiner Herbert Sharfman on dates shown:

By memorandum opinion and order, granted motion of **The Westport Bcstg. Co., Westport, Conn.,** for leave to amend its am application to move site about 1½ miles and orientation of towers has been somewhat modified, reducing present mutually prohibitive interference between **Westport** and **Beacon** proposals, and application of Westport together with that of **West Shore Bcstg. Co., Beacon, N. Y.,** is retained in hearing status (Action 12/6).

By Hearing Examiner Thomas H. Donahue on December 6:

Order that prehearing conference will be held on Dec. 16 in proceeding on am applications of **South Norfolk Bcstg., Inc., South Norfolk, Va., and Denbigh Bcstg. Co., Denbigh, Va.**

By Hearing Examiner Basil P. Cooper on December 6:

Granted request of **Richard C. Simonton, Los Angeles, Calif.,** for extension of time from Dec. 9 to Dec. 23 for the exchange of exhibits and date for the further prehearing conference is continued from Dec. 17 to Jan. 15, 1958, in proceeding on fm applications of **Simonton, et al.**

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of December 6

KUMV-TV Williston, N. Dak.—Granted license for tv station.

KLEE Ottumwa, Iowa—Granted mod. of license to change name to **KLEE Radio Inc.**

WISK St. Paul, Minn.—Granted mod. of cp to change studio location (same as trans.), make changes in DA system (two additional towers), and changes in ground system.

Actions of December 5

KSBW-TV Salinas, Calif.—Granted license for tv station.

KOOL-TV Phoenix, Ariz.—Granted license covering changes in tv station; ant. 1700 ft.

WDSM-TV Superior, Wis.—Granted license covering changes in tv station.

WLOS-TV Asheville, N. C.—Granted license covering installation of aux. ant. at main trans. site.

KHQ-TV Spokane, Wash.—Granted license covering installation of aux. ant. system.

KDFR San Diego, Calif.—Granted cp to change frequency of fm station to 105.3 mc.

WSKP Miami, Fla.—Granted authority to operate trans. by remote control.

Actions of December 4

Granted licenses for following am stations: **WWBD Bamberg, S. C.; WMYN Mayodan, N. C.,** condition; **WATP Marion, S. C.; WBHC Hampton, S. C.,** and specify type trans.; **WKDX Hamlet, N. C.; KLIQ Portland, Oreg.,** condition; **WYMB Manning, S. C.,** and specify type trans.

WBNS-FM Columbus, Ohio—Granted license for fm station.

WRPI Troy, N. Y.—Granted license for noncommercial educational fm station.

WFMF Chicago, Ill.—Granted mod. of license to change name to **Functional Music, Inc.**

KCRE Cresent City, Calif.—Granted cp to replace expired cp which authorized change in frequency.

KBBI Los Angeles, Calif.—Granted mod. of cp to change type trans.

Actions of December 3

WSIX-TV Nashville, Tenn.—Granted cp to change ERP to visual 316 kw, aural 158 kw, ant. height 1350 ft., and change type trans.

Fisher's Television Co. Seattle, Wash.—Granted extension of authority for one year to transmit programs over **KOMO-TV Seattle, Wash.** to **CBUT Vancouver, British Columbia** to Feb. 1, 1959.

WRVM Rochester, N. Y.—Granted change of remote control authority.

Following were granted extensions of completion dates as shown: **WMMA Miami, Fla.** to 1-21-58, conditions; **WALT Tampa, Fla.** to 2-1-58, conditions; **WSLA Selma, Ala.** to 6-12-58; **WISE Asheville, N. C.** to 3-7-58.

Actions of December 2

WNBS Murray, Ky.—Granted assignment of license to **Charles Shuffett** and **C. H. Hulse Jr.,** general partnership, d/b as **Service Bcstg. Co.**

WMJM Cordele, Ga.—Granted assignment of license to **Southeastern Bcstg. System, Inc.**

WLEW Bad Axe, Mich.—Granted assignment of license to **John F. Wismer, Harmon L. Stevens** and **James Muehlenbeck,** d/b as **Thumb Bcstg. Co.**

Action of Nov. 27

Granted license to **WOOK United Bcstg. Co., Inc. Washington, D. C.** covering installation of a new main trans.

License Renewals

FCC granted renewal of license of following stations: **WCEF Parkersburg, W. Va.; WOL-AM-FM Washington, D. C.; WPGC Morningside, Md.; WRAP Norfolk, Va.; WTON Staunton, Va.; WXGI Richmond, Va.; WEYE Sanford, N. C.; WAYS Charlotte, N. C.; WCOG Greensboro, N. C.; WCAW Charleston, W. Va.; WEBB Dundalk, Md., WQOK Greenville, S. C.; WFNC-AM-FM Fayetteville, N. C.; WFBC Greenville, S. C.; WEEB Southern Pines, N. C.; WPTX Lexington, Park, Md.**

UPCOMING

December

Dec. 18: "Resurgent New England," state broadcaster group organization meeting, Vendome Hotel, Boston.

January

Jan. 11-15: 41st annual convention, National Automobile Dealers Assn., Miami Beach Auditorium.

Jan. 17-19: Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 22-24: NARTB, combined boards, Camelback Inn, Phoenix, Ariz.

Jan. 24-26: American Women in Radio & Tv, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 7: Advertising Federation of America, board meeting, Milwaukee.

Feb. 8-10: Voice of Democracy, awards ceremonies, Washington.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 18-19: NARTB, conf. of station assn. presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

Feb. 22: UP Broadcasters Assn. of Connecticut, meeting, WHAY studios, New Britain.

April

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 21-25: Society of Motion Picture and Tv Engineers, convention, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 27-May 1: NARTB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: 36th annual Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

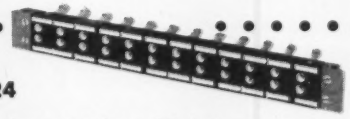
June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

THE NEMS-CLARKE

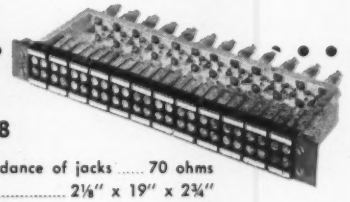
Video Jack Panels are designed to provide co-axial patching facilities for television installations or other applications where 70 ohm lines are used

Jack panel components also available



TYPE 924

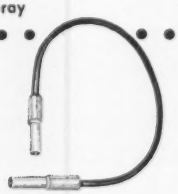
Nominal impedance of jacks ..... 70 ohms
Size ..... 2⅛" x 19" x 2¾"
Number of jacks 24
Mounting ..... Relay rack
Finish ..... Light Umber Gray



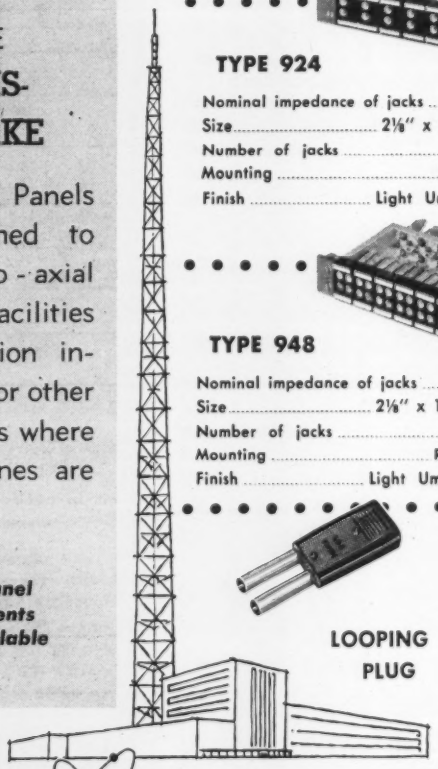
TYPE 948

Nominal impedance of jacks ..... 70 ohms
Size ..... 2⅛" x 19" x 2¾"
Number of jacks 48
Mounting ..... Relay rack
Finish ..... Light Umber Gray

LOOPING PLUG



PATCH CORDS 18" - 24" - 36"



NEMS-CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

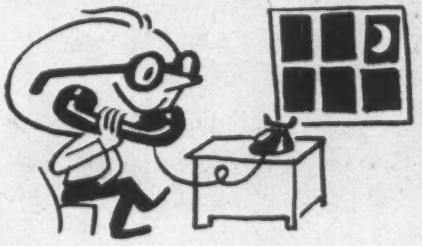
TO THE STATION MANAGER: The insurance agent we're talking about in this ad typifies the "American agency system." He lives, works, pays taxes, and spends his money in your town. He's an independent business man, who represents stock insurance companies that provide quality protection with full-time service.

Where would you find the answers?

1. What *kinds* of insurance should I carry on my property?

2. How *much* of each do I need?

3. Who will give me *full-time* service?



4. How can I be sure of *quality* protection?

You will find your independent local insurance agent or broker has the answers to all these questions.

He can help you solve your insurance problems, because your protection is his business. Located in your own community, he knows the special conditions of the area. The services he provides are based on his training and practical experience.

Just a telephone call may be all that's needed to answer *your* insurance questions. And when you buy insurance, insist on the *quality* protection and *full-time* service of Stock Company Insurance. **And remember: if you're not *fully* insured—it's not enough!**

NATIONAL BOARD OF FIRE UNDERWRITERS *An organization serving the Public and the Capital Stock Insurance Companies since 1866*
85 John Street, New York 38, N. Y., 222 West Adams Street, Chicago 6, Ill., 465 California Street, San Francisco 4, Cal.

MOST WATCHED WEATHERMAN

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How about it?
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MONDAY MEMO

from **WALTER WEIR,** *executive vice president, Donahue & Coe*

SUBLIMINAL PROJECTION: IS IT WORTHWHILE OR WILL IT JUST PASS AWAY?

Some years ago, seeing what was happening in research, I went out and bought a copy of Warren's *Dictionary of Psychology*. No advertising man who wants to be able to contribute to even small shop talk today—let alone understand what's being said—should be without this helpful little volume.

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I also came upon the terms subliminal learning and subliminal stimulus. The former means "acquisitions in the form of neurograms or habit equipment, which cannot be directly recalled," and the latter "a stimulus of such slight intensity, saturation, etc., that it fails to produce any conscious effect."

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"Curiously enough," observed Dr. Fink, "advertising men have long struggled to make these exposures *supra*liminal; to provide some attention-getting device, some 'stopper' that would cause the consumer to linger long enough to receive an impression which he could recall and talk about. Now the tables are turned, and very expensive gadgets and techniques will be used to prevent a supraliminal effect. The rationale for this technique must be curious indeed!"

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It is apparently assumed—both by those promoting the technique as well as by those horrified by the thought of it—that a sufficient number of weak impulses can somehow add up to one good strong one. Any mother who has tried playing the gentle woman in getting her children to go to bed at night knows this is a decidedly unproved theory. Any businessman, with even a rudimentary knowledge of economics, faced with projecting a strong impulse or a weak one—especially when he knows that projecting the weak impulse will cost exactly the same as projecting the strong one—will, I think, make the proper choice.

I have been exposed to subliminal projection. As far as I am concerned, if a particular picture employed as the carrying vehicle happens to involve the ascent of Mount Everest, life at McMurdo Sound, or a gathering of the Ku Klux Klan—in fact any subject predominantly white—then I doubt that the viewer will derive any stimulus at all, since the projected word or slogan could not be seen, even unconsciously. I believe, if I were using SP, I would be careful to choose a movie built around Jules Verne's *Twenty Thousand Leagues Under the Sea*, a spelunking expedition, or a minstrel show. I think I would also check the eye-blink rate of my audience, just to be sure there wasn't too much synchronization between that and the flash rate on the screen.

CURIOSITY WILL ATTRACT SOME VIEWERS

I have no doubt that the advertiser who uses SP for the first time on television will amass a fantastic audience—if he advertises what he intends to do widely enough and gives his message sufficient supraliminal projection to sink in. But I would hate to reap the whirlwind of controversy that will quite likely follow and I certainly would hate to be the second advertiser to use it.

I am aware that subliminal projection could prove considerably less painful than many consciously-seen tv commercials. However, as I said before the American Marketing Assn., subliminal projection can never be a satisfactory medium for long copy; therefore, its use would be not only limited but decidedly sub-limited. I am still of that opinion. Advertising, probably because its users and practitioners are always on the lookout for the Sure Thing, is a business of fads and fancies as well as of talent and tested procedures. Like the 24 or 27 Townsend Points (how many were there?) for which a number of respected advertisers spent a lot of good money just a few years back, subliminal projection, too, I am sure, will pass away.

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Those who have been briefed on it seem, for the most part, enthusiastic about its chances. They point out that it measures tv tuning automatically (by a device installed in the set) and provides virtually instantaneous ratings (through lines linking sets with a central office). But even in their enthusiasm they are cautious, for they have seen "automatic, instantaneous" systems come along before and yet sputter out for want of clients.

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It would be a pity if the main advantage of "instant ratings" proved to be that they enabled people to misuse them more quickly.

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Is Conelrad Obsolete?

IS Conelrad, the emergency alerting system designed to prevent enemy bombers from "homing" on broadcast channels, as obsolete as the propeller-driven plane in this atomic missile era?

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Mr. Segal continues:

"Now everyone knows that no enemy bomber needs to use radio emanations for hostile purposes. Every school child knows that potential enemies have missiles poised to send on calculated courses at the mere push of a button. Also, current atomic explosives are designed to destroy large areas rather than areas that can be pointed out by radio-station signals. Is it not possible to induce someone in the government to give up this Conelrad and allow licensees to devote their energies to something more useful?"

Private engineering opinion generally is in agreement with Mr. Segal's view. Conelrad, activated in 1952, may have been a good idea at the time. It will be recalled that it was a compromise; the military wanted all broadcast signals blacked out in the event of enemy attack, but settled for the Conelrad system which would limit operations to pre-selected stations operating only on 640 and 1240 kc.

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* *ARB, June '57 (based on 260-time frequency)*

WSAZ-TV

CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.

N.B.C. NETWORK

Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston

LAWRENCE H. ROGERS, PRESIDENT

C. TOM GARTEN, Commercial Manager

Represented by The Katz Agency

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